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OL. XXXVIII. JANUARY, 1916 No. 1

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO

Dress Up Your Windows



Let your windows show the public what they may expect to find on the inside of your store. *Dress them up*—with the help of modern display fixtures.



If you want the satisfaction giving kind you will *order Norwich Fixtures.*

Send for a copy of our catalog. It's full of helpers.

The Norwich Nickel & Brass Co.

Norwich, Conn.

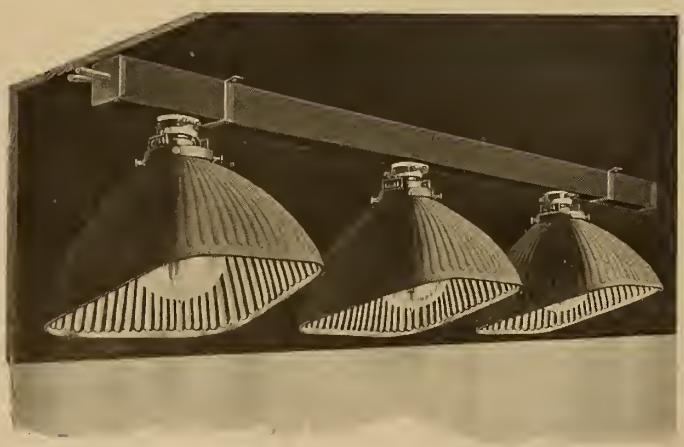
New York
712 Broadway

Salesrooms

Boston
26 Kingston St.

Show Window Lighting That is Right

That's the "Pittsburgh" System—We have eliminated the chance and a great part of the expense



Typical view with 100-watt Reflector (No. 50) on 18-inch centers—all wires enclosed in steel tubing—3 feet of lead wires at end for connection.

Here is a lighting system which comes complete ready to put up—just screw in place and connect end wires. Comes in any length, any spacing—and at a big saving in cost, and best of all, the **Celebrated Pittsburgh Reflectors** are supplied with this system—unequaled for uniform light distribution and guaranteed for highest efficiency and durability. These reflectors can be used with either nitrogen or tungsten lamps by using our special holders. Your equipment is always up-to-date.

Write us for booklet

PITTSBURGH REFLECTOR & ILLUMINATING CO.

3117 Penn Street

PITTSBURGH, PA.

OCT 4 1916

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Periodical

Baldwin Ball Bearing Wheels

The advantages of having ball bearing wheels to run on wire, are easily apparent. We are going to tell you in a few words what ball bearing wheels mean to Baldwin Cash and Package Carriers.



Ask those who use the Baldwin System

POSITIVE ACTION—Gets the cash or package carrier through to the station with accuracy and dispatch.

SPEED—is mighty important. Customers are always in a hurry.

EASY OPERATION—Simple for the clerk to operate, thus maintaining good nature and efficiency.

NOISELESS—"Baldwin" Carriers on ball bearing wheels operate silently.

LONG LIFE—The "Baldwin" Cash and Package Carrier Ball Bearing Wheel Systems are practically indestructible, lasting an ordinary life-time.



No Oil Needed



No more goods damaged from dripping oil

OUR OVER-SHOOT

operates to the second floor into the most remote corner, as it will turn a curve after it gets up there, if necessary; can be sent with great **speed easily**, and is noiseless.

OUR UP-SHOOT

is the reverse of our over-shoot. These are the only **successful** carriers of their kind and require no added expense for power.



Even a Child Can Operate It

The **Ease** with which a child operates The Flyer is additional evidence of its great proficiency.

This cut shows the Baldwin Bracket for Sales Station Support

Investigate Your Carrier System

This is the most important part of your merchandizing. We have experience and knowledge that will be valuable to you whether buying a new cash and package carrier system or overhauling the old carriers. We have a system for every store. Better get the advantage of our combined experience in correct carrier systems and modern merchandizing.

Write us today
See our latest improvements

JAMES L. BALDWIN CARRIER CO.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

No. 658 Table Top Clothing Rack

This is a real fixture for the correct display and sale of clothing. It has more advantages than we can tell you but the use of this "Hugh Lyons" Table Top Clothing Rack in thousands of stores has demonstrated its economy over any other method.

You will be sure to buy this fixture after you have received from us full information, which is **free for the asking.**

Capacity, 90 to 100 Suits of Clothing

MISSION DESIGN



MANY FINISHES

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, etc.

Write for Catalogues and Prices

Hugh Lyons & Co.

802 East South Street Lansing, Mich.

New York Salesroom
35 W. 32nd Street, near Broadway

Chicago Salesroom
234 S. Franklin St., corner Jackson Blvd.

Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?

Wax Figures and Forms You Should Know About

We have contracted for space in this journal for this year in order that we may impress upon those who do not already know us that we design, manufacture and sell wax figures and papier mache forms equal in every respect to any obtainable and at reasonable prices.

We wish to call attention to the fact that we are the inventors of a special process by which we weight the feet and at the same time procure the correct balance that enables our figures to stand alone. This is one of the features that makes our figures and forms so attractive for displaying effectively the most costly gowns.



No. 1082—TT

This is one of our French Model "L" heads with half wax arms and limbs. Please note that this figure stands alone, requiring no brace. Figure complete, as shown, $45.00.



No. 1022

The above is one of our most popular models; full wax bust; full wax movable arms. There is no brace or extension rod. The feet are weighted and the figure so balanced that it stands alone in a natural graceful pose.

Our line of children's figures is unusually complete. We model from life and can furnish you with children's figures in sizes from one year old up. Our standing children's figures require no brace.



Being specialists in wax figures and papier mache forms enables us to give our undivided attention to the studying of correct designs and models.

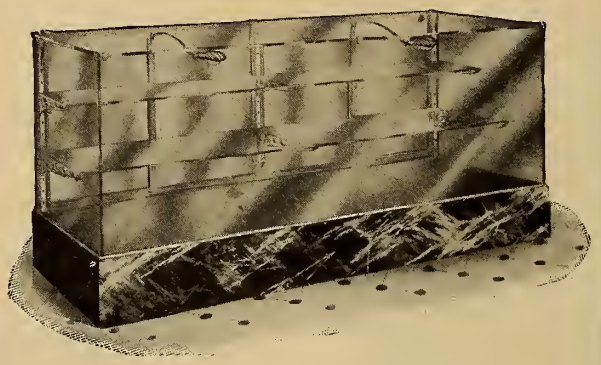
Send for loose-leaf portfolio showing our complete line and prices.

French Wax Figure Company

70 West Water Street **Milwaukee, Wisconsin**

CHICAGO DISPLAY ROOM
306 Jackson Boulevard

Are You Thinking of Putting in New Show Cases?



If you are, we would like to talk with you about it, for this is a subject which we have studied carefully for many years.

We believe that the test of a show case is exactly the same as that of an advertisement—**it must sell the goods.**

Are you in the market, or likely to be? Then Catalog 22 will serve to introduce us. It's a book compiled out of our years of experience in making show cases that sell goods.

Quincy Show Case Works

Quincy, Illinois

Pittsburgh, Pa., 949 Penn. Ave.
Jacksonville, Fla., 116-118 E. Forsyth St.
Wichita, Kan., 301 Beacon Bldg.
Oklahoma City, Okla., 208 N. Robinson Ave.
Dallas, Texas, 406-408 S. Lamar St.

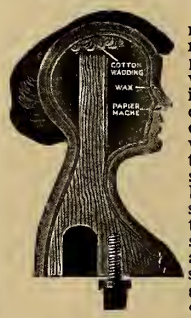
Model Adjustable
Costume and Draping Form



These forms have wax head, bust and forearms. Detachable body. Can be raised or lowered as desired. Have tilting device, allowing forms to be adjusted to any angle, effecting a correct, graceful and natural pose. Forms will stand without support, no rods being required to hold them in position. Feet made to fit into shoes.

Form with Adjustable Standard and Base . . $25.00
Form with legs and feet, $5.00 extra

Our Wax Heads are Models from Life

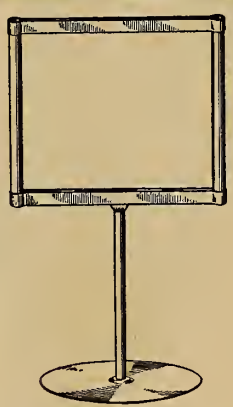


Each wax head is made over a papier-mache mask, supported by a solid wooden brace, two inches thick, and is secured to the body by a device of our own, which does away with the unreliable and unsightly straps and buckles. The head is securely fastened to the body and at the same time eliminates all possibility of the wax portions twisting out of shape when subjected to intense heat. **We guarantee our Wax Figures against all climatic conditions.**

Write for Our Interesting Catalogue. We also Manufacture Collapsible and Non-Collapsible Adjustable Dress Forms

MODEL FORM COMPANY

554 West Jackson Boulevard CHICAGO



ELECTRIC WELDED!!



No. 690—5½x7 Cards $3.25 per Doz.
No. 691—7x11 Cards $6.00 per Doz.
No. 692—11x14 Cards $8.00 per Doz.
Finished in Nickel, Gun Metal or Oxidized. Round or Square Bases

No. 682—$2.00 per Doz.

6, 8, 10 or 12 inch Standards Base, 4x4½—Arms, 7 inch wide

Finished in Gun Metal or Oxidized.

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West 20th St., New York City. We also show our lines of Wire Display Racks, Easels, Garment Drying Forms, Doll Stands and other Wire Specialties.

Write us for our Window Dresser's Supplement!

J. B. Timberlake & Sons

Manufacturers - - JACKSON, MICHIGAN



Outside Show Cases

A stimulating tonic for any sick department in your business. They create sales when all other methods fail.

The show case you furnished me is giving excellent satisfaction and has more than paid for itself already.
Sincerely your friend
(Signed) WM. WINDSOR
412 Fifth Ave., Pittsburg, Pa.
The above was written 2 months after receipt of outside show case

A CASE OUTSIDE IS WORTH TWO IN THE STORE

Write today for catalog

THE DIAMOND SHOW CASE CO.
2208 W. Superior Cleveland, O.

Fixtures for the New Year


New 1916 Model Suit Form

For many years the name **Great Western** has stood for the highest possible quality in all kinds of display fixtures at the lowest prices.

For the coming year we have made great preparations and we are pleased to announce even a better line than we have had in the past.


New Model Sweater Form

Although all materials have gone up in price, we still continue to use the very best metals obtainable and our low prices have not been changed.

If you have not used Great Western Fixtures and do not know of their wonderful construction and handsome appearance you will do yourself a favor to send for our latest catalog and give us a trial order.

Sole Western Selling Agents for the Celebrated Wax Figures of Gustave Schmidt—The finest made.

Great Western Fixture Works
616 Medinah Building CHICAGO



a Winning Hand

Your store will always be Ace High with a
Kawneer
STORE FRONT

COMPETITION has no terrors for the man who holds a *winning hand*—in cards or business.

Size up your present Store Front! Is it adequate for your present needs? Will it take care of the *increased business* which 1916 is *certain* to develop? *Preparation now* means *Prosperity* later on!

A $1,000 KAWNEER *all-metal* Front will cost you only $1.29 a day for ten years—which, inasmuch as your present Front is costing you easily $20.00 a day, means a *saving* of $18.71 per day for ten years, and afterwards a saving of $20.00 a day for *life!*

Just ponder this for a moment. *Ask yourself* if the 3½ per cent which the bank allows you on idle funds is worth this $18.71 per day LOSS which you are now inflicting upon yourself. Then write for

OUR STORE FRONT BOOK

Which contains a vast amount of information on the Store Front question, with photographs of stores—big and little—that have installed KAWNEER Fronts. *Mail the Coupon now.*

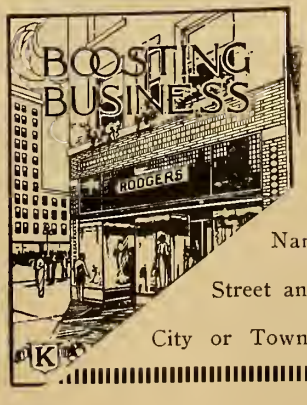
Kawneer
Manufacturing Company

Factories
Niles, Mich.
Berkeley, Cal.
Guelph, Ont.

Francis J. Plym, President
Dept. E, 142 Factory St.
NILES, MICH.

We have a branch near you

DETACH AND MAIL TODAY



KAWNEER MFG. CO., Dept. E.,
142 Factory St., Niles, Mich.

Kindly send "Boosting Business No. 14" to me without obligation.

Name
Street and No.....
City or Town.....

PASSED BY THE CENSORS

After inspecting our new designs in artificial flowers and decoratives created especially for Spring, the leading display men on State Street and others of national reputation, who were in Chicago during Holiday Week, unanimously pronounced our new line the best and most artistic we have ever produced.

We want all of you who are interested to see these new decorations as shown in our Salesrooms.

If you cannot be in Chicago in the near future, be sure to look over our new exclusive line when our salesman is in your city.

We are already turning out special orders for early spring openings to be installed in some of the leading stores of the country.

Send for latest catalogue and be sure to get your order in early.

L. Baumann & Company LEADING IMPORTERS *and* MANUFACTURERS

357-359 W. Chicago Ave., Chicago, Ill.

Be sure to read our announcement in this journal next month

HAVE YOU SEEN OR TRIED

For Your Best Pen Work or Artist Designs



Often Used for Finest Air Brush Work

"SPECIAL" SNOW WHITE?

Please keep this grade in mind for the STANDARD WHITE INK.

Kindly remember it is always good while a particle remains in the jar and that it will not rub off when dry.

At Dealers Generally

or

Sent prepaid on receipt of 25c in stamps

J. W. JOHNSTON

P. O. Box 578 ROCHESTER, N. Y.

AGENTS WANTED



In every city and town in the United States

To sell our DISPLAY FIXTURES, Brass and Bronze Signs, Interchangeable Letter Signs, Building Directories, Easel Poster Frames for Theatres, Brass Railings, Bank Grilles, Mechanical Display Devices, ADJUSTABLE Electric Light Brackets for offices and factories. WE PAY 25% COMMISSION. Our products in use all over the world. Established 1882.

The Newman Manufacturing Co.

CINCINNATI, OHIO

NEW YORK 101 4th Ave. CHICAGO 108 W. Lake



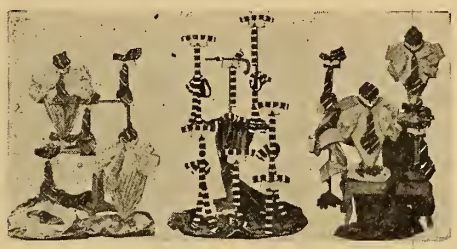




Ideas and the means with which to carry them out. Our specialty is wood fixtures.

We can outfit you for the display of any line of merchandise. Our 60 page catalog is full of clever trims simply attained. ***Get a copy for the asking.***

Polay Fixture Service, Inc.



710 Medinah Bldg. CHICAGO, ILL.

Satisfaction

Our Service to customers during the year just closed is the best expression of the sincerity of our good wishes for the coming year.

We believe we have served the display man and the merchant faithfully and well and have helped our trade lay the foundation for better results during the coming year, thus creating the promise of a happy and prosperous 1916.

During the new year we hope to be able to serve the trade even better than in the past. Our large new factory and display room afford us an opportunity to manufacture and display our goods to better advantage than ever before.

For the coming spring season we have a wonderful variety of new decorative specialties that will appeal to every live display man and our prices are as low as the lowest.

Send for our latest Catalog

The Botanical Decorating Co., Inc.
208 W. Adams St. :: :: CHICAGO



Williams Wax Figures are *"Sold Direct from the Factory"*

If you are charged less for any other make than Williams they are taking it out of the figures; If you are charged more they are taking it out of you.

Here is one of our leaders —

No. 31
A splendid posed figure with remarkable life-like head. Priced with wax hands, **$24.75**
Half wax arms... **$2.00 extra**

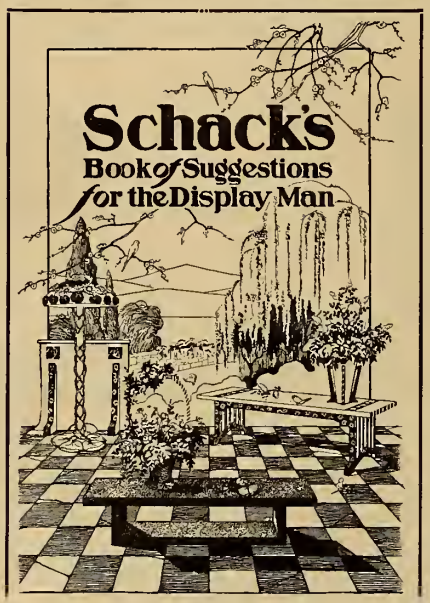
Write for Catalog 7M

J. B. WILLIAMS
31 West 4th Street **NEW YORK, N. Y.**

Two Wonderful Books for the Display Man

Send for them NOW—They are Free

HERE are two of the most valuable books that have ever been issued for the display man. They will prove equally helpful to the most experienced display man as well as to the beginner. They contain a wonderful variety of new and practical suggestions that will prove of the greatest value to any one who is interested in window or store decoration. Hundreds of pictures showing stands, flower boxes, pedestals, set pieces, etc., that can be made easily and cheaply by any display man. You need these books.



Schack's Book of Suggestions for the Display Man

This book is a gold mine of practical suggestions for the store decorator. There are so many different ideas that, no matter what he may be looking for, the display man is sure to find just what he wants. Many of these ideas have been originated by our own staff of artists. Others have come from leading display men. They comprise everything from a simple little flower stand to an elaborate setting suitable for the finest store. Practically all of the decorative ideas may be carried out in the display man's own workroom at a small cost if he cares to do this work himself.

In addition to the decorative units, this book shows an immense variety of materials and supplies for window decoration. The stock represented is the largest of its kind in the world. Every display man will appreciate this book



Schack's Spring Flower Book

This is our regular Spring Flower Book that every display man knows, but it is much better and contains more brand new ideas than any previous issue. It has many pen sketches by our own artists showing new and effective set pieces, boxes, screens, pedestals, etc. In this book every display man will find hundreds of good ideas that he can use in his spring displays.

Every display man will find in these two books inspiration and practical suggestions that will help to make his spring displays more attractive. Ready for mailing January 25. Send in your name now and avoid delay.

Schack Artificial Flower Co., 1739-41 Milwaukee Ave. CHICAGO

Note the Lifelike Features and Pose



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRÉ IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

We exhibited at San Francisco three scenes representing:

La Terrasse de Monte Carlo.
(THE MONTE CARLO TERRACE)

Le Pesage au Champs de Courses de Longchamps.
(THE PADDOCK AT THE LONGCHAMPS RACE COURSE)

Le Casino de Vichy.
(THE CASINO AT VICHY)

With 60 new models of wax figures especially created for that exhibition.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

GEORGE WALLACE HESS

Instructor in Showcard Writing at the

CHICAGO DISPLAY MANAGERS SCHOOL

304 West Jackson Street, Chicago, Ill.

announces the publication of a monthly series of lithographed initial panels in gold and in red and gold for showcard embellishment, ready for mailing upon the twentieth of each month. Ninety-six panels mailed in mailing tube for thirty-five cents in stamps. The simplest, neatest and most inexpensive decorative novelty ever offered.

During the year 1916 I will have many novelties for cardwriters and I would like to have the name and address of every display manager and cardwriter who reads this ad on the blank form shown here.

Fill out the form and give me the names of two persons interested in window display or cardwriting and the ninety-six panels will be sent you for twenty-five cents in month of January only.

Get on my new mailing list by filling out form whether you order panels or not.

*Name*_____

*Firm*_____

*City*_____ *State*_____

*Street No.*_____

*Remarks*_____



The Hosiery Department. Note the shallow top display cases—and the beautifully figured panelled woodwork below. This department is equipped with the Interchangeable Units—keeping the stock absolutely free from dust.

TURN-OVERS VS. LEFT-OVERS

RIGHT now, Mr. Merchant, you are taking inventory—or checking up same. And you are wishing the left-overs had been turn-overs—of course. But have you considered the surest means of accomplishing this—modern store equipment?

Goods do not sell themselves. Advertising of some sort is necessary. In the broad sense of the word—that of trying to attract the attention of the customer—every merchant advertises. Yet—many a merchant today is paying good money for excellent advertising space of which he secures no advantage whatever. The money is his store rental. **The advertising space is his store interior.** Every available square foot in the store should be devoted to the **selling of goods,** rather than to the storing of surplus stock. This is possible by the installation of the Welch-Wilmarth System of Modern Store Equipment. Try intensive merchandising in 1916. The Welch-Wilmarth Lines of Grand Rapids will tell you how—and why.

P. S.

The subjoined article from a trade paper does NOT refer to the Welch-Wilmarth Lines, although mentioning "one of the largest manufacturers in the country." But to insure against an advance, get in touch NOW.

Increase in Store Fixture Prices

Several of the leading store fixture manufacturers have recently announced an increase in the price of their products. One of the largest manufacturers in the country recently sent out the following notice to the trade: "Owing to the increased cost of both labor and materials, it is necessary that we withdraw all previous quotations. The prices quoted in this catatog are subject to ten per cent increase."

Welch Mfg. Co.

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—St. [illegible] Bldg.

Wilmarth Showcase Co.

Grand Rapids, Michigan

St. Louis—1118 Washington Ave.
Minneapolis—21-23 N. Third St.

Helena—Horsky Blk.
Pittsburgh—House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVIII
NUMBER 1

JANUARY, 1916

Single Copies
Twenty-Five Cents

SPECIALIZED DISPLAY

A GREAT FUTURE IS AHEAD OF THE DISPLAY MAN WHO IS A SPECIALIST IN SOME PARTICULAR LINE—THE OPPORTUNITY IS THERE FOR THE MAN WHO CAN MAKE THE MOST OF IT

Martin Marshall

THIS is an age of specialists in almost every profession or calling, the men who have achieved the greatest distinction are those who have made a specialty of some particular branch of their work. This is true of physicians, lawyers, architects, artists and others. Each man chooses the thing he thinks he can do best and centralizes all his efforts on that particular class of work. For example, the old fashioned physician doing a "general practice" was supposed to respond to any call for help that might come in and he was prepared to treat any ailment with which the patient might be afflicted. He would saw off a leg, treat an ear ache or, in a pinch, pull a tooth. It was all in the day's work, and if the physician was not wonderfully efficient in all the many branches of his varied practice, he at least did fairly well in most of them. Today, every branch of the practice of medicine is taken care of by specialists who have given that class of work special study. Naturally the specialists get better results.

There is a big opportunity for specialists in the field of show window display. Of course, it is manifestly impossible that all display men could be specialists as it is necessary for many of them to be all around decorators. In department stores, for instance, the display man must be what corresponds in medicine with a "general practitioner." The department store man must be able to turn his hand to anything that presents itself—he must be versatile and capable of making reasonably good displays with any kind of merchandise from pianos to pickles. But the big department store display man is in a class by himself, and this article is not intended for him.

The man to whom this is addressed is the one who is just getting a start and who has no very accurate idea of what he wants to do further than to get "a good job of some sort." When asked what his line is, he will generally answer—"Oh, I can display anything. It don't make much difference what kind of a store I connect with; I can handle the work." Now, the man who talks like that may be able to make good his statement, but his chance of getting a good job is not nearly so good as if he were a specialist in one or two lines. There are some who will dispute this point on the ground that there is a much greater demand for the "all round" man than for the specialist. That is true in a sense but, on the other hand, there are a great many more "all round" men than there are specialists. A number of instances have come under the observation of the writer that tend to prove that a display man who is really an expert in the handling of any one line of merchandise, no matter what that line may be, never has trouble in finding a good position.

But in advocating display men to specialize we do not mean that the opportunities spoken of lie entirely in the retail field. A far greater chance comes from the field of "wholesale" display, in other words, display for manufacturers.

During the past three or four years manufacturers generally have become alive to the possibilities of increasing sales through co-operation with the retailer in the matter of show window display. These manufacturers have indicated in many ways their evident desire to get into the window display game and their willingness to spend any reasonable amount of money to accomplish that purpose. Many manufacturers already have window advertising departments, but few of these are handled in such a manner as to yield very satisfactory results,

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either for the manufacturer or the retailer. As exceptions to this rule there are several big concerns with well organized window advertising departments that are giving highly satisfactory results.

The truth of the matter is that, while the manufacturer is quite ready to spend whatever money may be needed to establish a window advertising department, he does not know how the thing should be done and apparently there is no one to tell him. Many manufacturers are spending considerable money without results; others have tried wrong methods and become discouraged.

It seems to the writer that it is up to the display man to show the manufacturer how he can best co-operate with the retailer. The display man knows the retailer's point of view and he knows the kind of display the latter will be willing to put in his windows—apparently these are matters that the manufacturer does not fully understand or he would not send out the kind of displays that are usually sent to the retail store.

But for the display man to talk intelligently to the manufacturer about his particular product, he must be a specialist in that line. For instance, let us take men's clothing. There are several clothing manufacturers, all of whom turn out an excellent product of practically the same quality and price. Each of these manufacturers has an exclusive retail representative in every city of fair size. Hence these manufacturers are strong competitors. Now, if most of the local retail representatives of one of these manufacturers have better window displays and show the goods better than the other retailers show the suits of other manufacturers, the better displays will produce better sales. It is therefore up to the manufacturer to co-operate with the retailer in the matter of display, and that is where the display man who is a specialist in men's clothing comes in. If he has given the matter sufficient study he can explain to the manufacturer just how the desired results may be secured and just about what the cost will be. The same applies to any other line of merchandise.

Any competent display man could discuss with a manufacturer the plan and cost of a national window display campaign, but the manufacturer has not time to discuss these things at random—he wants someone who can give him facts and definite figures. To do that requires a specialist—an expert who has studied the subject from every angle. He must be ready to meet any argument and to back up any statement with excellent reasons. The manufacturer does not care for guesses or suppositions—he wants exact facts and figures.

There are various ways in which a window display campaign may be carried out. Some manufacturers send out one or two men to travel from city to city repeating the same display wherever they go. For instance, there is a soap maker who has had a man on the road for years putting in



Plate No. 9243. A White Sale Display by J. M. Imhoff, for the Mode Limited, Boise, Idaho.

Here is an effective showing of lingerie. The panel in the middle of the back was made of framework finished in gold bronze and the middle was filled with a light green brocaded silk. The foliage used was Southern smilax combined with hydrangeas. The vase and urn were filled with iris. At the left was a dressing table with various toilet articles and at the right was a tall mirror to correspond. While this is not an elaborate display, the way in which the decorative features have been handled and the general arrangement of merchandise made the effect highly satisfactory. The flowers gave it just the bit of color required to complete the effect.



Plate No. 9244. A Display of Muslin Underwear by J. O. Buckwalter, for England Bros., Pittsfield, Mass.

Here is an excellent display of white goods. The background of this window is a rich mahogany and this was trimmed with green plush draperies. Japanese cherry blossoms were used for the floral decoration. The blossoms were of a delicate pink shade and the underwear was white with pink ribbons mixed with a few all pink Chrysanthemums.

practically the same display. It is a miniature reproduction of some public building made of bars of soap. This, the writer considers, is a poor plan. It is too slow, too expensive and the display is not the kind calculated to make business.

A plan that has been used with a good deal of success is to establish headquarters for the display manager in some big city such as Chicago or New York with the purpose of installing displays only in local stores. From six to a dozen complete displays are kept on hand and these are placed in windows that are arranged for by the display manager. With this arrangement, practically all of the displays are in store windows all the time.

The average manufacturer, however, is not satisfied with making only a few displays at a time but wants to use the windows all over the country at the same time. To accomplish this, the display settings



Plate No. 9245. A White Goods Display by Roy H. Heimbach, for Clarke Bros. Stores, Scranton, Pa.

This display was composed of garments of silk mull and crepe de chine that sold for less than $2.00 each. The background at the top was of white panels with roses in the centers. The curtain was of green tarlatan over white with roses strung along the top. The underwear was in pale blue, pink and white. Each garment had a price ticket. This picture shows admirably the value of a reasonable number of flowers in showing merchandise of this class. The flowers give the color and tone that the merchandise would otherwise lack.



Plate No. 9246. A White Goods Setting by Tom Allan, for the Phelps-Dodge Mercantile Co., Douglas, Ariz.

Here is a window in which were shown garments at two uniform prices. On one side were shown articles all priced at 50c, while those at the other end were all 75c. The two groups were separated by a divider. The framework at the back was of composition board and lumber decorated with light spring foliage.

must be made at the factory and shipped to the retailer together with directions for setting them up. Sometimes such settings are sold to the retailer at cost or less. Most of them, however, are made up so inexpensively that they can be given away. Most of the displays of this sort have failed to give satisfaction for the reason that either they were too cheap or because they were not in keeping of modern ideas of high class window decoration. The displays are received; passed upon and found wanting and thrown in the waste bin.

Other manufacturers conduct their window display department upon a much more modest basis. They have a display man to set up a number of displays in dummy windows; have them photographed and put the pictures into a booklet with descriptions and directions for duplicating them in the windows of the retail store. And there are many



Plate No. 9247. The Interior of the Store of Stone-Fisher Co., Tacoma, Washington.

Owing to the fact that this picture had to be made in two parts, causing it to be joined in the middle, the perspective is considerably distorted. However, one can readily understand the attractiveness of this handsome first floor interior. All of the cases and other equipment are of the most approved designs. When this picture was taken the store had been decorated by Display Manager Bert A. Smyser for an opening and the decorations consisted of a rocklike effect placed around each column and trimmed with flowers and foliage.



Plate No. 9248. A White Sale Display by Bert A. Smyser, for the Stone-Fisher Co., Tacoma, Wash.

Here is a typical setting for a January sale of white. It will be noted that a considerable number of garments have been shown although they are not crowded. The background had floral designs to add a touch of color.

other ways in which the manufacturer seeks to get a better representation for his goods in the window of the retail store.

Considering the immense amount of money that has been spent in a more or less haphazard way in this line, and thinking of the great number of manufacturers who could and would establish window advertising departments if they know how, the writer believes himself to be justified in the belief that therein lies a wonderful future for the display man who will study this big field and make a specialty of the window work for manufacturers. A number already have entered this field and some of them have been wonderfully successful. It is well worth considering for any man who is not sure of his future in the regular field of retail display.



Plate No. 9249. A Display of Gloves by E. W. Calvin, for R. T. Herndon & Co., Springfield, Ill.

Here is shown one of a series of six windows which were dressed for a glove sale. In the series was shown 1,800 pairs of gloves. The other windows were similar in arrangement and the details of decoration to the one shown here. The sale lasted one week and a tremendous number of gloves were shown. The decorations shown in the middle of this window were of an unusually attractive design. In front on a pedestal was a handsome vase about 6 feet high. This was covered with a mass of grapes and foliage. A stuffed kid was placed on the pedestal supporting this vase. Skins in various colors were used to set off the gloves.



Plate No. 9250. A Display of Evening Gowns by J. O. Buckwalter, for England Bros., Pittsfield, Mass.

This is a remarkably effective display and it had the advantage of being also practical, as a considerable number of costumes were displayed to excellent advantage. The background is mahogany and was hung with gray silk velour curtains. A gold trellis set out about six inches from the background. This was covered with little roses.



Plate No. 9251. A Display of Flour by J. F. Bronsing, for Bry-Brock Mercantile Co., Memphis, Tenn.

Here is an unusually comprehensive and attractive display of flour. Along the top of the background were arranged sheaves of Italian wheat, while the regular American wheat was used in the foreground. In one of the sections may be seen a large variety of cakes, pies, bread, etc., made from this flour. This display was put in upon the occasion of a special price sale of this brand of flour. The showing attracted much attention.



Plate No. 9252. A January White Sale Display by Bert A. Smyser, for Stone-Fisher Co., Tacoma, Wash.

This was a very stocky window that quickly transformed the merchandise into cash. A large quantity of goods was shown and each lot was plainly ticketed with the price. Numerous signs with the words "January Sale of White," were used in this window. However, the coloring was such as to make the photographic reproduction very poor.



Plate No. 9253. A Fur Window by Chas. H. Bailey, for Wm. H. Frear & Co., Troy, N. Y.

This setting is so simple in design very little description is necessary. The background was a scenic painting showing a snow covered winter landscape. The floor of the window was covered with cotton which was liberally strewn with diamond dust to give a glittering frosty effect. Various fur sets were shown on regulation fixtures. In the middle was a woman pushing a sleigh to give added interest to this setting. No price tickets were used in this window.



Plate No. 9254. A White Goods Display by Frank Sherrill, for J. B. Ivy & Co., Charlotte, N. C.

Here is shown an excellent arrangement of white goods. The corsets were shown on tall figures and by use of small stands and glass shelves. Toilet articles were interspersed to add a touch of variety to this setting. The floor was covered with plain white and at the back was a drape of white material. This is an island window having glass on four sides, which prevents any background setting. The whole effect is excellent.



Plate No. 9255. A White Display by T. G. Duey, of the Wurzburg Co., Grand Rapids, Mich.

This is a pleasing arrangement of laces. The full form figure was draped by Mr. Duey without cutting the materials. The trimming was in informal effect. High T-stands were used to excellent effect in this arrangement.

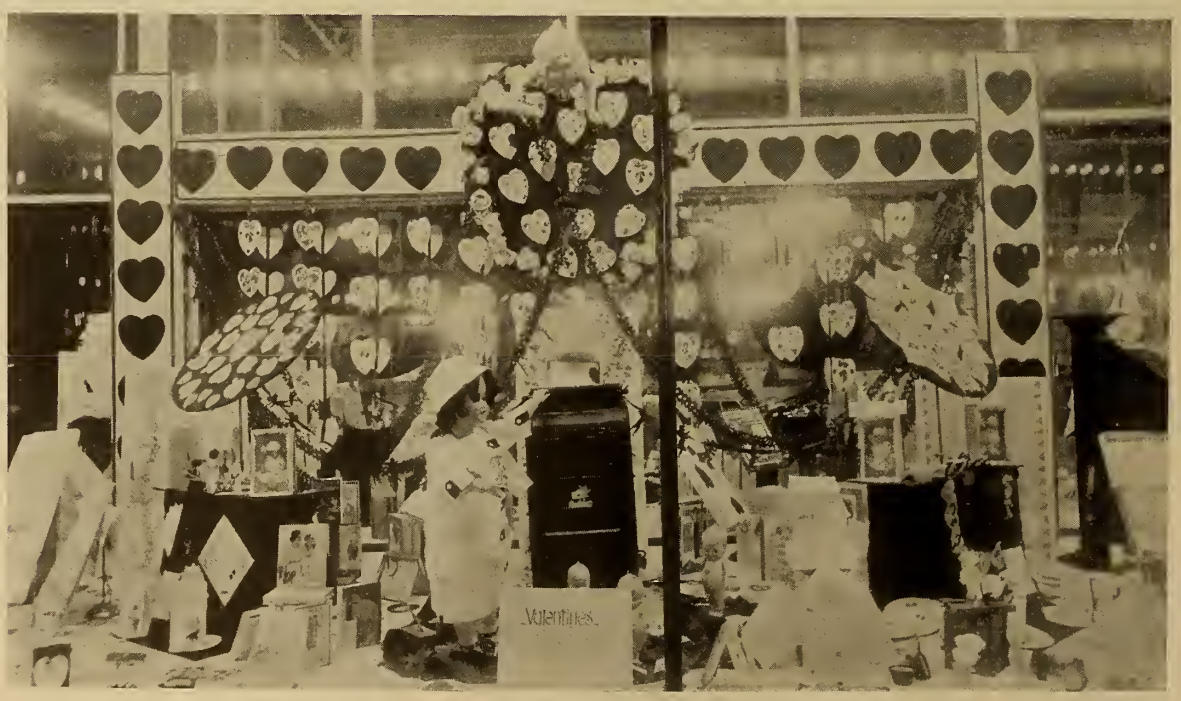


Plate No. 9256. A Valentine Display by A. Grumbing, for Rhodes Bros., Tacoma, Wash.

The background of this window was covered with white felt. Red hearts were cut in the proper size to fit the border and applied frequently. A large red heart was made of red velour. This was five feet high and hung in the middle of the window. In the central foreground was a regulation U. S. letterbox beside which was posed a small figure about the mail of valentine. The remaining details require no description.



Plate No. 9257. A Display of Evening Wear by G. K. Higginbothan, for the F. G. Clayton Co., Detroit, Mich.

Here is quite an unusual display of men's evening dress accessories. At the middle of the back was a panel made of a large reproduction of a peacock in natural colors and backed by a setting of lavender colored wistaria. The bird was intended to typify the vanity of dress. At either side was a straight panel covered with purple plush, near the top of each of which was an ornamental side lamp. All of the articles shown in this group were appropriate for fall evening dress. This idea is an excellent one for windows having permanent wood backgrounds.



Plate No. 9258. A Display of Lamps, etc., by J. M. Walters, for J. W. Robinson Co., Los Angeles, Cal.

Here is a display of various sorts of art goods made by Mr. Walters during the Electrical Week last month. The floor was covered with brown and green plush and a considerable number of articles were shown on this. All of the lamps were lighted which produced the most attractive effect.



Plate No. 9259. A Jacobean Setting by Bert A. Smyser, for the Stone-Fisher Co., Tacoma, Wash.

The Jacobean style in furniture and interior decoration has been so popular for the past year or so that it was remarkable the decorator has not used this style more in his window display. The window shown here and the one on the opposite page represent both ends of a large setting that was installed for a fashion show. All of the architectural details have been carried out with accuracy and the decorations are in keeping with the general style.



Plate No. 9260. A Scotch Window by J. Kinloch Browne, for Houghton & Dutton Co., Boston, Mass.

The birthday of Robert Burns, which occurs an January 25, is an occasion for the celebration of Scottish Societies all over the world. In every good sized American city there is some association of Scots that pays tribute to Scotias Ploughman Bard. Here is a window that should appeal to the heart of every Scotsman as it contains a number of features of historic interest that may be more or less connected with Robert Burns. The background of this window was a scenic painting of the Auld Brig o' Doon, made famous by Burn's poems. In the middle was a wax figure dressed to represent Bruns standing with a plow. The plow used was nearly 150 years old and was typical of those used during the lifetime of Bruns. It was made of wood and a genuine antique. The other figures in the window were dressed in full Highland costume. The floor was covered with ferns, grasses, heather and Scotch thistles. There were also some small dolls dressed in Scotch costume. The flooring of the window was covered with green moss covered with straw. This window was considered a very good advertisement for the store. It attracted a great deal of attention and all of the newspapers considered it of sufficient interest to publish reproductions of it. It was so well advertised that it brought Scotch people not only from Boston, but from all the surrounding towns to visit the store. At either end of the display were American flags.



Plate No. 9261. A Jacobean Window by Bert A. Smyser, for Stone-Fisher Co., Tacoma, Wash.



Plate No. 9262. A Display of Outdoor Garments by Carl Walters, for Hamilton & Co., New Haven, Conn.

Ice skating has been wonderfully popular for the last two seasons and this window was intended to take advantage of the prevailing fad. The middle of the floor was covered with imitation ice, around the edge was imitation snow. The background was not decorated as it was the purpose of this setting to represent the inside of a skating rink. At night the window was illuminated with a moonlight effect. All of the figures were attired in sport costumes and a number of the figures carried hockey sticks. The display attracted a good deal of attention.

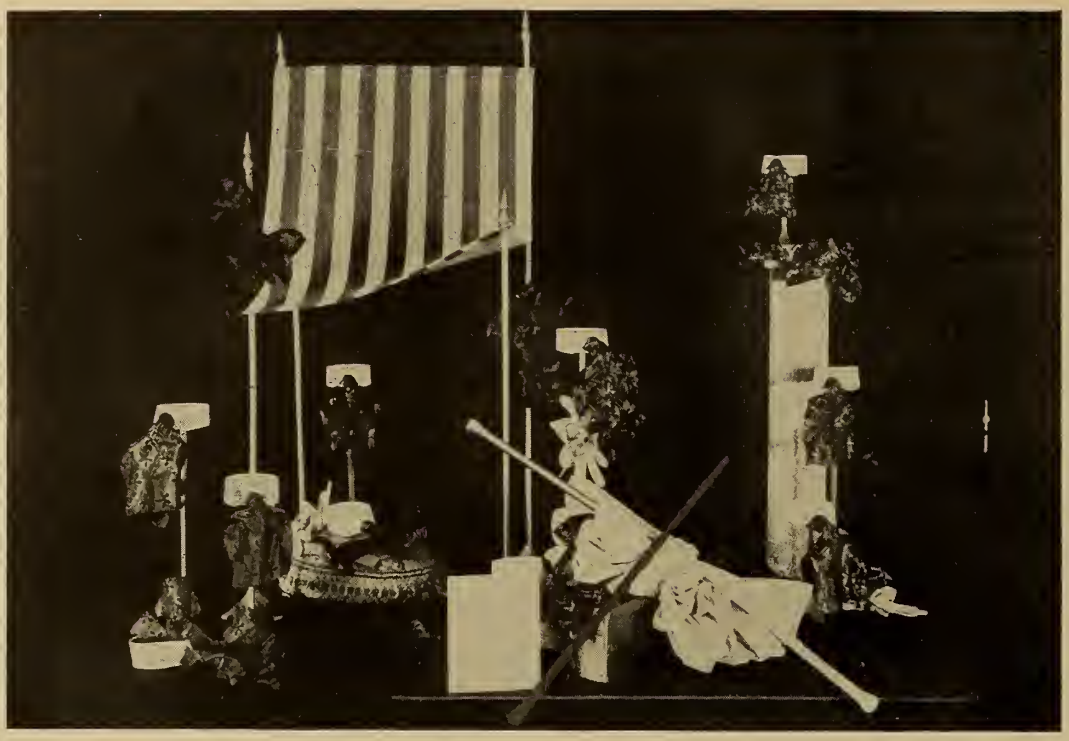


Plate No. 9263. A Neckwear Display by Louis Enos, for S. H. Price, San Diego, Cal.

Here is an altogether original arrangement for showing neckwear. It was highly attractive on account of the peculiar colorings of the rich oriental neckwear, combined with the highly colored striped canopy that was supported by gold rods. Below the canopy was a hand-embroidered cushion. The pedestal and plateaux were in old gold.



Plate No. 9264. A Display of Hats by Louis Enos, for S. H. Price, San Diego, Cal.

This is an unusually attractive arrangement of this class of merchandise. The screen was in purple and the velvets used on the floor were in sharp contrast of the same color. At the top was an unusual arrangement of walking sticks which were thrust through a big bow of velvet at all angles. All of the canes were in different colors. Gloves and a few other accessories were shown carelessly. This display attracted much notice.

NOTES FROM NEW YORK

AN UNUSUAL HOLIDAY DISPLAY BY ABRAHAM & STRAUS—POPULARITY OF ICE SKATING A FACTOR IN DISPLAY—DISPLAY MANAGERS HOLD ANNUAL BANQUET AND BALL—OTHER ITEMS OF INTEREST

F. F. Purdy

"WINTER SPORTS AT ST. MORITZ" was the description of the neat sign explanatory of the Christmas window of Abraham & Straus. It had that rare atmosphere which Mr. Katz imparts to his windows. This had a fine foreign flavor which he well knows how to secure. Perhaps his heart is there and he works in the perfect spirit that no attempt at imitation of anything will ever reach. In fact we have an impression that some day, when he gets through with his work, Mr. Katz intends to take his long vacation and rest from labor on the Continent. Just get this description: Background, long row of evergreen trees clear across window, just beyond a road, along which various vehicles are rambling, including autos of various types. In the foreground is a great frozen pond on which scores of little aristocrats are skating, while others have their skates hung over their shoulders. There are different attitudes, and objects of interest about, and the whole exhibit is so natural, unique and striking that large throngs stop to study it. The ice is produced with a real effect, and the scene is snowy and wintry to a high degree. This is the first outdoor Christmas staging we ever recall having seen in an A. & S. window. All others have shown little people, aristocrats of deepest dye, amid elegant indoor environments. This outdoor scene was beautifully carried out and made a charming change. It is doubtless entitled to rank as a little in advance of any previous Christmas window in this progressive store.

A GOOD DISPLAY AT BEST'S

Several weeks before, Mr. Trewhella, display manager at Best's, had a similar window, not on as large a scale, but one of singular beauty. The small suburban lake shown was surrounded at back and sides by rows of miniature pines, ruscus, Princess pines and evergreens, with a groundwork in front of lake of moss, with slight sprinkling of mica for realistic snow effect. The basis of the skating scene was a large mirror, with first an application of cold water paint tinted with sufficient blue to give the icy shade. Before the paint was thoroughly dry a talcum powder was sifted on the paint, the whole being then stippled with cheesecloth, with a slight application of mica, giving an exceedingly realistic representation of ice. The scene is enlivened by miniature wax figures skating on the ice.

From the foregoing the reader may infer that skating is very much in vogue this season. It has become so popular that some of our leading hotels are making arrangements for the accommodation of ice skaters on their own premises. The Waldorf-Astoria people are now working on their roof, which will be converted into a skating rink, and the Ritz-Carlton is also spending a good deal of money to put in ice skating. The Hippodrome stages a scene taken from St. Moritz, Switzerland, and professional skaters delight the large audiences. Some of the better class dancing acad-



Plate No. 9265. A Silk Display by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, Ohio.

This setting, while simple, was highly effective owing to the graceful lines of the background. The structure was in a semi-circle form, running in a regular curve from the front corner of the window on one side, back and curving out again to the opposite front corner. This background was finished in plain white and the only relief was a narrow strip of gilt running around the top. In the middle of the back was a painting showing the same class of merchandise as that displayed in the window. The material shown consisted of white bridal silks and accessories. The whole front of the store was carried out in this style and the effect produced was exceptionally pleasing.



Plate No. 9266. A Display of Veils by A. C. Barker, for Hochschild, Kohn & Co., Baltimore, Md.

For some reason or other exclusive displays of veils are seldom shown unless it be in a very small window. Here is a large window which is devoted entirely to a veil display. It is quite a businesslike display with no intention of high art other than to show the goods as well as possible and to suggest how the various patterns might appear when worn. Along the top of the background were large fashion drawings in color showing various styles in veils. In the window were four waist forms with wax heads which were used with attractive headgear to show various patterns. A full form figure was also used to give effect in this way. Veils spread out and others in boxes were shown in considerable quantity and a number of advertising cards were also used.

emies are installing skating facilities. This all has a material commercial flavor. On December 7 Franklin Simon & Co. leased the St. Nicholas Rink for several hours for the use of a number of skater-models who flew over the ice in the outdoor costumes of that house, before a large audience invited to view the scene, and the Franklin Simon models. Some time previously Bonwit, Teller & Co. put on an event of the same kind at the St. Nicholas Rink.

A NOTABLE GLOVE DISPLAY

Mr. Schmidt, at the new store of Arnold, Constable & Co., recently showed a wonderful collection of gloves in a notable exhibit. It consisted of many historical gloves, the property of a large manufacturing house, which had been brought to this country under heavy insurance for the Panama-Pacific Exposition, where it was shown. Among the examples were gloves worn by Queen Anne, King James I, Charles I, coronation glove of Queen Elizabeth, also a heavily embroidered gauntlet of hers, etc. A recent window display of silks shown by the same house contained, in the midst of handsome modern fabrics, a silk "basque" of the period of 1854, which was sold by A., C. & Co. in their Canal street store of that date, and was loaned by the customer. Depending from it was a length of the fabric of which it was made—a sample from the wholesale department of the house, from the collection of the firm's old samples. By the time this appears the small section of the store adjoining—and part of—the main building will be opened. The basement is given over to children's shoes, with a charming nursery in the front section, full of things of interest to the children, especially the big soldiers made from large single high poles of wood, surmounted by a big shako and giving the soldier the proper "frightful" appearance that impresses and attracts. The gun is attached to each man, who stands at attention. Thus the children can "play soldier" to their hearts' content for hours while their mothers shop all over the building. The main and mezzanine floors are given over entirely to men's and women's shoes, with the aid of handsome fixtures. A salon for hats and dressmaking occupies the second floor, which customers enter from other branches of the same department from the same floor of the main building. The rare carved fixtures which were installed in the down-town store years ago at a cost of some $50,000 have been brought up-town and add greatly to the beauty of this new salon, which is done in carved oak in the style of Louis XV, including cases, tables and woodwork on walls, also the partitions. Fine, high French window casings are above the main fixtures. There is space for rich blue silk panels on a portion of the walls. The ceiling is ornamented in gold, as well as stands and tables.

ALTMAN'S WINDOWS

Mr. Frankenthal, at Altman's, came out right after New Year's with a Fifth avenue front containing the new cotton goods and silks, both in the piece and illustrated with a number of his drapes. The vogue in design runs to large figures, especially floral effects, and wide stripes. Some of the most beautiful Swiss embroideries that have ever been imported are to be

seen in connection. The straw hats shown are of the smooth finish straw, and the pastel colors are the rule. Thus the New York society woman will be able to get down to Florida or out to California and spend a lot of money on their wardrobes.

The friendly relations of the members of the Display Managers' Club were emphasized December 14 by a visit which a number of them made to Thorkild Larson, display manager for Price & Rosenbaum, Brooklyn, who is putting up some fine windows there. Previous visits of various groups have already been made to Mr. Hannon, of Hahne's; Mr. Cronin, of Bamberger's, and L. S. Plaut & Co., all of Newark, N. J. The New York display managers are perfectly willing to get ideas from each other, and to get them openly, and with a most cordial welcome from their brethren in the trade whom they visit.

Among the recent visitors in New York were Jerome A. Koerber, display manager for Strawbridge & Clothier, Philadelphia, and his assistant, Mr. Carrigan, who attended the annual meeting of the Display Managers' Club December 13, and were looking about in the trade the following day.

DISPLAY MANAGERS MEET

The annual meeting of the Display Managers' Club was held on Monday evening, December 13, at the headquarters, and though the night was the stormy one in which the railroads surrounding New York were blocked with snow, and telegraph poles and wires leveled by the gale, there was a very good attendance and an enjoyable and profitable session. The election of officers resulted as follows: President, Charles H. Wendel; first vice-president, Jerome A. Koerber; second vice-president, F. G. Schmehl; secretary, Harry Bird; treasurer, W. F. Allert; chairman of publicity committee, James R. Trewhella. By the time this reaches the eye the annual dinner and dance of the club, for which preparations have been making for a long time, will have taken place, at the club headquarters. The committee in charge consisted of Messrs. Wendel, chairman, Allert, Trewhella, Larson and Moon. Arrangements were made for some unique decorations in the hall, appropriate to the Christmas and New Year's season, in charge of Mr. Allert, of the committee, the event taking place on New Year's eve. The decorations were to be remindful of the Christmas time, with Santa Claus and reindeer present, and novel electrical effects, including red and green lights.

In the aggregate less money was spent on window and interior features for Christmas than in a number of previous years, but at the same time some excellent results were accomplished. Macy, Gimbel and others had a real Santa Claus fraternizing with the children under most favorable circumstances. It is hard to get away from the patron saint of Christmas. These houses did not try to. Mr. Allert, at Macy's featured toys in the usual attractive Macy fashion, on the fifth floor, while in the big Arcade window toys were shown in a child's bedroom the furniture of which was a small-sized bedroom suite in ivory enamel—a miniature suite built and finished just as handsomely as one of the fine larger suites for adults.

A CIRCUS AT GIMBEL'S

Gimbel's had a notable showing on the eighth floor, where a big circus was housed in the center of the large space, while all around were large booths on the side. One of the booths had in the background a replica of the Peace Palace at The Hague, while in front was a collection of figures, say two feet high, representing the monarchs of the countries at war, together with



Plate No. 9267. A Display of Sporting Shoes by J. H. Coan, for the Carson's Dry Goods Co., Camden, Ark.

The background in the distance represented a fall scene on a river close to Camden. Around this was a frame covered with rough bark paper. The goods shown were all intended for sporting use. In the middle was placed a large bear-trap, but this cannot be seen as it is behind the post. Antlers of deers were also used.

the prime ministers, notable generals, etc., and further back were several of the soldiers of each belligerent country, in the regulation uniform of that country. These figures, especially of the dignitaries, were strikingly lifelike, representing to a nicety the exact lineaments that are so familiar to the public, from their study of the newspapers. Another booth showed a Swiss village, with a painted background, immediately back of an elaborate model of Swiss mountains, with their roads, charming little chalets, lit up, trolley cars running up steep roads to top of mountains while others descended, soldiers constantly marching over the roads through tunnels and up steep places. Large crowds were constantly before these two booths.

But from a commercial standpoint the Greenhut Co. had the Santa Claus business fixed in advance of everybody. Here that gentleman was not simply amusing the children, but he was making money, for the boys and girls wanted to have their pictures taken with Santa Claus. The photographer would get the child into the sleigh drawn by a reindeer as big as life, of course, and then call "Santa," who would come ambling up and climb into the sleigh by the child, while both were photographed. This was a continuous performance in afternoons. Think of that expensive gent being turned from a liability (of a kind) into an asset. This is a scheme for many a display manager to file right where he can get at it, to spring on the boss around next November.

The Frazer Co. is a comparatively new corporation organized to give the big drug corporations some competition. The Frazer people now have six stores under way, in various parts of Manhattan. Mr. Guerins, who had charge of the Hegemna Co. windows before that concern was incorporated with the Riker Co. as the Riker-Hegeman Co., is in charge of the windows of all the stores of the Frazer Co.

Best & Co. have a unique way of recognizing the length of service of their employes, by giving a pin of gold and enamel, starting with the employe who has been ten years with the house. Other medals are for 15, 20, 25 and 30 years of service, the color of the enamel being different for each period, the years of service being upon each medal in roman numerals. A diamond ornaments the pin representing 30 years.

BIG CHRISTMAS BUSINESS

The volume of Christmas business has been enormous—more than satisfactory and many December sales records of department stores have been broken. Mr. Schmehl, at Greenhut's, says that that store is far ahead of any previous movement of goods. Others testify similarly. Labor is so well employed that street cleaners have been drafted at higher wages elsewhere, and the Street Cleaning Department has been making the rounds of the lodging houses and Bowery missions to get the men they need.

Speaking of Greenhut's, right after New Year's preparations will be concluded for removal of the business of the building on the west side of the street to "The Big Store." Alterations therein have been going on for some time to accommodate the stocks of house furnishings and home furnishings to which the smaller building has been devoted. Preceding the removal there will no doubt be some big business-bringing sales pulled off, because the reason for them is very apparent and it will be correspondingly easy to impress the public. In fact at this writing there are definite rumblings of the advance of this event, which will take place of and include the big white sale, which will, as usual, have the center of the stage at many stores after the holidays. Until the smaller building is rented the windows will be used as now for the display of Greenhut merchandise.



Plate No. 9268. A Display of Riding Garments by H. H. Tarrasch, for Lazarus, Columbus, Ohio.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

THIS ARTICLE in dealing with brush lettering is meant to apply solely to the vast army of display men and card writers in the average stores of today. It is written from card writing data gathered by the writer in his own experience as a State street worker and by association with other workers.

First let me call attention to the fact that it has been generally conceded that many—the vast majority—of high-class card writers in the land are in the extreme east and west. There are two reasons for this: First, New York City is and always will be the chief market place of this country. (Please note this is from a Chicagoan.) Second: In the main, larger cards are used in the west than the east or middle west.

To explain why these conditions affect card writing it is only necessary to state that a New York maker of men's neckwear selling a country merchant twenty-five, fifty or a hundred dozen ties at $4 to $6 a dozen can well afford to give his customer a few good hand-made signs—and he does. This maker can afford to pay a good price, and he does. These signs don't have to be made and delivered in twenty-four hours, but often are ordered so far in advance that they can be worked on and dropped as more urgent current work comes in. That means a steady stream of work and that capable men can be kept steadily at work in the one shop.

In the west, the larger cards give the workers there a chance to get a greater play with the brush—a thing only possible on half and full sheets.

Laud Hamilton in last month's issue spoke of the "one-style man." Now the writer considers Mr. Hamilton one of the most versatile card writers in the land and has seen his cards ranked second in a contest, when in the judgment of this writer they should have been a clean first.

But right here, let me ask you who know Mr. Hamilton and his work, if he is not a one-style man?

To leave the subject in hand a moment, the better to explain the point I am making, let me say that I, for one, hold *there is nothing original*—each and every one of us knows that everything we do is based on the past, at least of something done before.

Take Shakespeare, for example. It is only fair to assume that much of his writings were based on things gone before. He did not create the English language, but he did *create a style* that will live forever.

The same may be said of Kipling. Anyone with a fairly retentive memory who ever read a dozen of Kipling's verses or prose works would pick his work ninety-five times out of a hundred.

After a worker gets skilled in any line his personality or his style will crop out and can be detected and I am inclined to think that our friend Mr. Hamilton, working as his natural self, would find it hard to make a batch of cards that dozens of men I know wouldn't pick out of an exhibit as his.

Mr. Hamilton is an artist; on color work and sketches he stands in a class by himself, but what I would like to know is how many signs a worker like Mr. Hamilton has to make daily to hold his job if he







is in a store. Now here is the Chicago end of it. Leaving Field's out of it, for as our western friend says, "there is only one Field's," and by the same token it is the only store I know of where it is demanded that lettering be outlined with a fine steel pen and filled in.

It is also true that it is about the only store I could conceive where a card could be in use for nearly four years and still be a credit to the store. That is not an overdrawn statement, for I was one of two well-known State street card writers who asked a young woman how long a 50-cent neckwear sign she had on her showcase had been in use.

She stated emphatically that she had the sign a short time before such a section of the store was built and that was three years past—and she showed us (we were unknown to her) a piece of rubber with which she cleaned any dirt.

It is nice to do high class work—it surely is. Nice to change your style—rather. I have written several million cards in my day, all black and white, and if you think it don't get monotonous you are mistaken. But right here let me say that about 95 per cent of the shopping in department stores is done by women and the greater part are steady visitors to that store.

The management of those stores insists that all cards shall be of a uniform style, that all lettering be a uniform height as nearly as possible, and in this they are right.

Another thing I want to impress upon you is this—in every big store on State street, Field's and Stevens' alone excepted (Stevens' work is done in the shops outside), the men who carry the brunt of the work are able and are compelled on certain days (at least four out of five) to knock out fifty to seventy eleven by fourteen cards, something like No. 1, in sixty minutes, hour in and hour out, to hold their jobs and get work out on time.

That is faster than any other employe (paid addressers excepted) can address envelopes in their most rapid style of writing and I personally have maintained a speed of 66 an hour between two and three o'clock in the morning when I had been on duty from 8 a. m. on the day before. At such a pace, you don't do much air brush work.

The style used in card No. 1 is, with minor changes in formation of letters, used mostly on interior signs. Some workers will end all letters they can with a curve stroke at bottom as in third line, card No. 6.

Card No. 2 is used often when more time is at our disposal and these Egyptian or plug letters can be spurred as in card No. 6. Your skilled worker will turn out twelve to twenty of these cards an hour in a half-sheet size—a little more in quarter sheets—thirty would be a maximum, for the vertical lettering slows a man down a great deal.

Card No. 3 shows single stroke brush roman lettering and if you get so you can make it, you can make any letter there is. Notice how the serifs strike down.

Now notice card No. 4, in which no attempt has been made to hold up to perfect roman.

Here is a style of letter that is entirely out of date in card writing. It savors of the sign painter. It is harder to make than No. 3 and don't look nearly as well. If you doubt it, look at the work in the large cities or wherever you see a good card.

Card No. 5 shows a quick brush text used where there is but little on a card or often for a display line on a large card where something a little better than plug lettering is desired and which is quicker than roman.

Card No. 6 shows a thick and thin double stroke letter. It is quickly made and like the plug lends itself to air brushing better than roman.

Another thing which many writers on showcard making fail to tell their readers is that good air brushing cannot be done on smooth coated board—and most of you have to use it. Mat board or board with rough surface is desirable for air brush work.

Now let me take up the subject of cardboard. I have purchased as high as fourteen thousand full sheets of cardboard a year, always buying factory runs or seconds, coated two sides at a price ranging around $2.25 for eight ply.

Ninety per cent of that stock was lettered both



Men's
Spring Footwear
ready

5

Women's
High-grade Sweater Coats
All Sizes
$4.95

6

sides, which practically made the stock cost $1.25 per hundred, as compared to a board which could only be lettered on one side.

Now, I am a little more familiar with cardboard than the average person, and I know of only one black at $3.25 per hundred and it looks cheap and it is coated one side only. Increase that 90 per cent to back up to have cards read on both sides makes $6 per hundred. Fourteen hundreds sheets of white at $2.25 is $315. To change to black board means a cost of $840, or an increase of $525. No manager minds that little trifle.

Then we come down to the lettering. A man who can letter sixteen cards like No. 1 in an hour, black on white, will be able to letter about thirty white on black. That means I go down to Mr. Manager and ask him for an extra man for every man working in the sign shop, and he don't mind that. Managers are the most liberal fellows on earth.

And now, boys, to be serious. Managers have a habit of changing around the same as display men.

A Chicago manager goes to an eastern store. He gets a salary—and commissions on keeping expenses under a determined figure.

Mr. Chicago Manager has had two card writers in Chicago—he goes to Philadelphia—a slow town they say—and into a store the same size as in little old State street.

The Philadelphia store has four card writers—well, if Mr. C. M. don't find out *why* there are four inside of twenty-four hours, he is not one of the few I know.

Chicago card writers are swift and there are just as swift ones in the big stores of New York and Frisco, and in big stores demanding a thousand cards a day to run them, they will not hire labor enough to get out high-class cards and card No. 3 lettered in style No. 1 would sell just as many shirts.

Just get these styles of lettering in your mind's eye and if you happen to be in a large city look for yourself and see if the writer has not drawn a correct picture. The lettering is not submitted as a model, but to show about what is in every-day use.

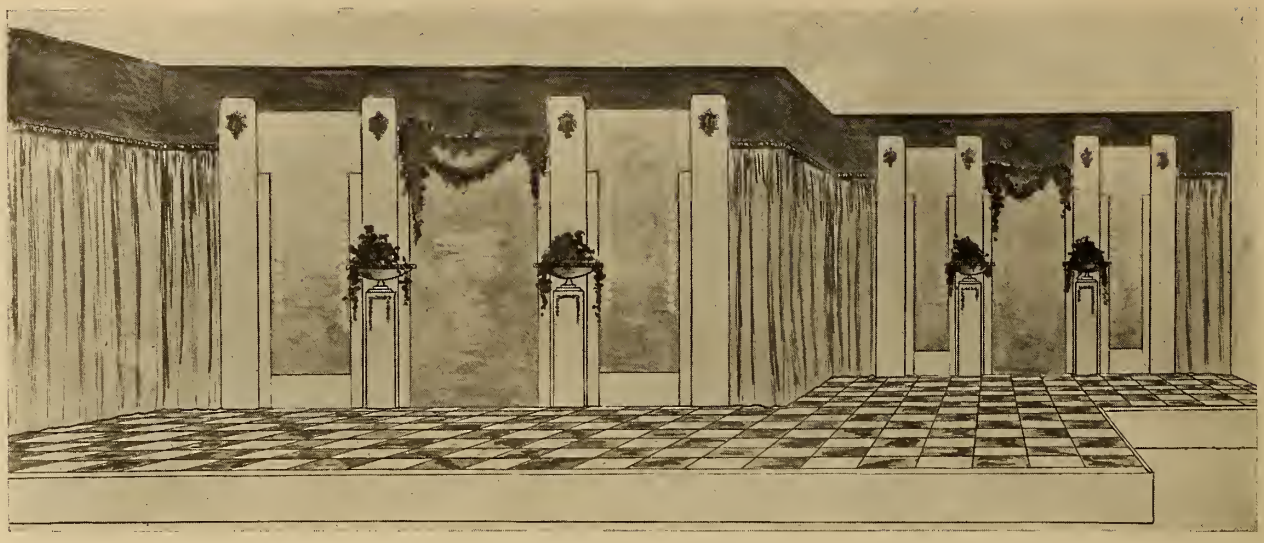
Remember, your State street men—yes, and Wanamaker's and the rest of them—are making department cards at a speed faster than you can direct envelopes—and remember if you put them into a specialty shop where they can make a dozen signs a day that they will turn out some good work, too.

The cards here shown are all eleven by fourteen, on white board—the board that will reign supreme to the end of time.



Plate No. 9269. A Very Good Display of White Goods by D. J. Stewart & Co., Rockford, Ill.

This picture shows the front of the Stewart store for a January White Sale. It will be noted that a considerable number of wax figures were used in these windows to display various kinds of garments. Pieces of furniture were also employed as fixtures. On each side was a single large card announcing the annual January event. Large ornamental shades were used along the entire front and pale pink garments were also used in profusion.



A CORNER WINDOW SETTING, SKETCHED BY AAGE SCHIODT, HUTCHINSON, KANS.

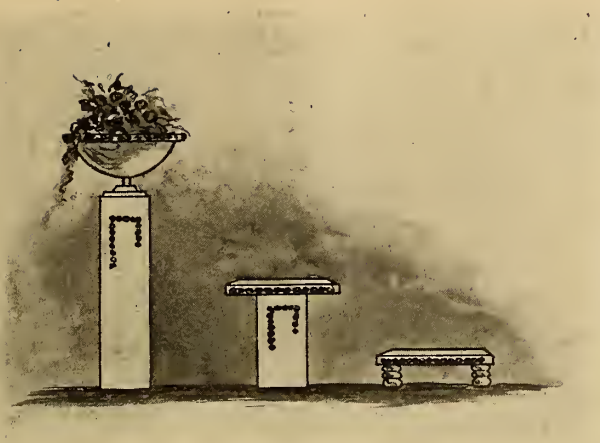
An Attractive Setting

THE accompanying sketches and photograph show an attractive setting that was used by the Pegues-Wright Co., of Hutchinson, Kans., some time ago. Aage Schiodt is the display manager for this firm and he had the upright sections made for him by a window display specialist some time since. The color scheme and other details, however, are Mr. Schiodt's own and they were unusually effective. This was a fall window and the color scheme was white, ivory and various shades of lavender, with greyish cream satine curtains. The background and floor were made of composition board and painted in flat oil colors beautifully blended. The floor was imitation marble in the same general colors as the background. The panels of the background were finished with imitation wood carvings and pearl molding and there were small squares of tinted cardboard placed in regular formation. The latter do not show in the pictures. The flowers were colored to order and harmonized perfectly with the remainder of the setting.

Approximately six hundred square feet of composition board was required for the floor but as all of the painting and other work was done by Mr. Schiodt the cost was very little more than a painted floor from a scenic studio would have cost. Although the photograph is not a clear one, it gives a very fair idea as to the general appearance of the window and how it appeared when the merchandise was in. Another feature of this setting worth mentioning is the pedestal that is shown in the small sketch. These pedestals were made in three principal parts. The standard was square and ornamented with bead molding. The urn effect was obtained by using a 19-inch wooden chopping bowl and on top of the bowl was placed a square top with a bead molding around the edge. The square



THIS IS THE WAY THE WINDOW LOOKED WHEN FINISHED.



CONVERTIBLE PEDESTALS, BY MR. SCHIODT.

top was a little more than 21 inches square. This could be lifted off and used with the standard without the bowl, making a very serviceable plateau. The principal parts of this setting were all carefully made and can be used several times by changing the color scheme and making other slight alterations.



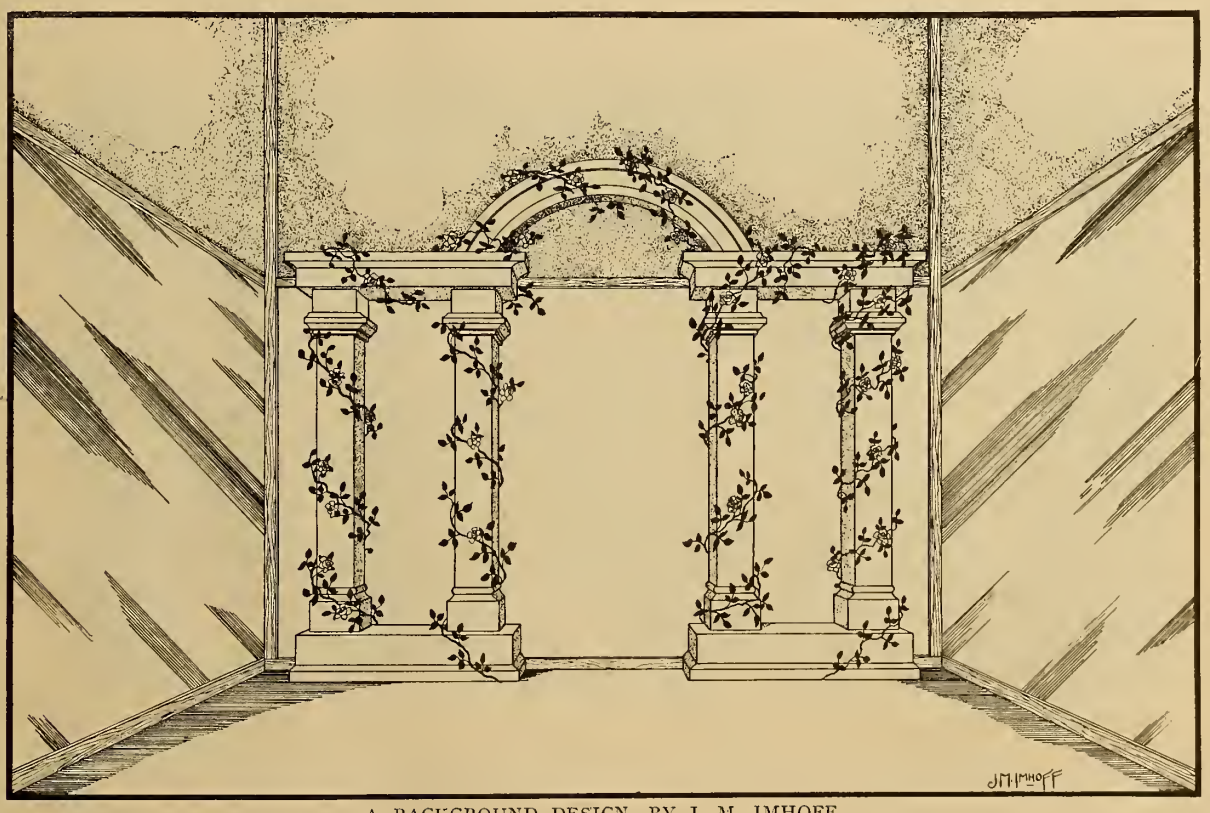
Plate No. 9270. A Comb and Brush Display by Cody & Nelson, for the Scholtz Drug Co., Denver.

This picture hardly does justice to the display. Composition boards were covered with green plush and served as mounts for the combs which were placed along the sides and bottom. The brushes were shown around the circles. The big signs combined with the attractive arrangement resulted in many sales.

A Background Design

HERE is another attractive sketch of a background by J. M. Imhoff, display manager for The Mode, Ltd., Boise, Idaho. The design is one of unusual simplicity and can be used either as a set piece or a complete background. It can be made easily of composition board and lumber covered with plush or felt with the moldings in the same or contrasting color. The moldings are put on afterward. Another finish that would look well is a sanded treatment that could be tinted to suit the decorator. However, there are so many ways of finishing a setting such as this that this part will be left to the judgment of the display man.

Back of the setting a pleasing effect can be obtained through the use of an appropriate scene, velour or other material, or the permanent background may be allowed to show through if the setting is used as a set piece.



A BACKGROUND DESIGN, BY J. M. IMHOFF.

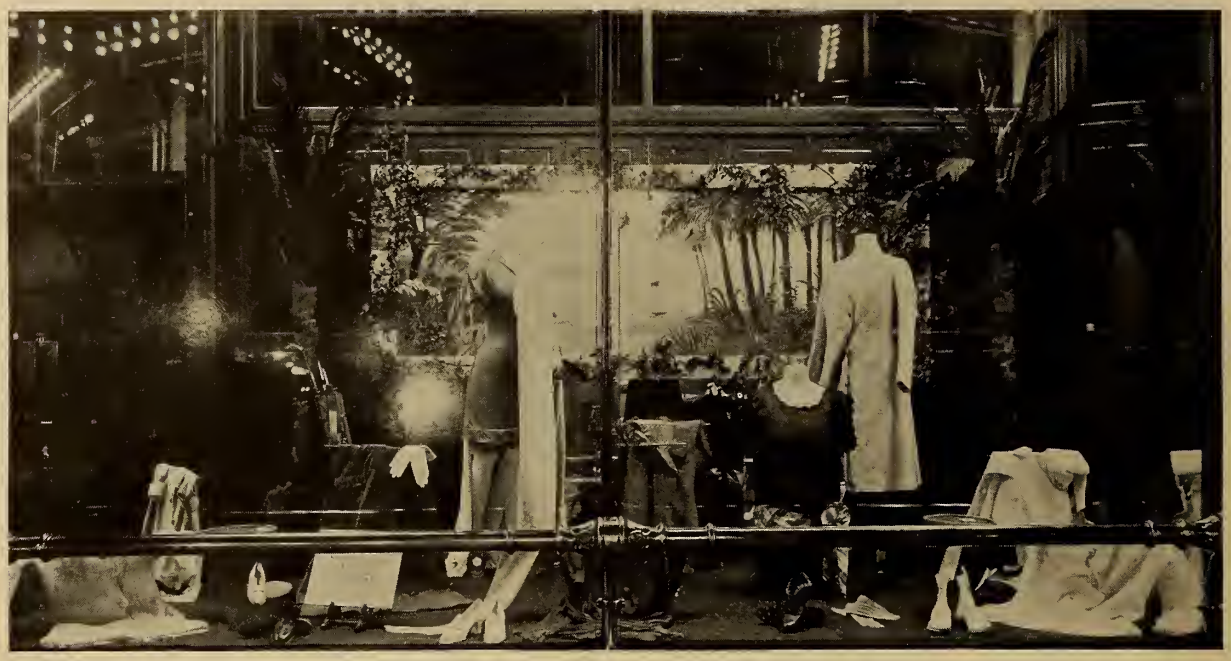


Plate No. 9271. A Palm Beach Display by Wm. Butement, for Forbes & Wallace, Springfield, Mass.

Advertising Language

LOOKING over advertisements of department stores written a few years ago one is impressed with the difference in the language used today by the same stores. The old time advertising writer went at his work in much the same manner employed by the man who wrote the astonishing circus bills we were so familiar with in our childhood.

The old timer seemed to believe that the way to bring a customer to the store was to express his advertising announcements in the most extravagant terms. Persons of primitive intellect may have been impressed by the highflown verbeage, but readers of today are repelled instead of attracted by extravagant statements. The shorter the words, the easier they are to read and understand.



Plate No. 9272. A Simple Display by S. Mittleburg, for G. A. Ducker Co., Joliet, Ill.

This is rather a poor picture of a display that attracted much attention. The scenic work as well as all the rest of the setting was done by Mr. Mittleburg. Large red poppies were used in the vases at the sides.



THREE VIEWS OF A LIVING MODEL DRAPE, BY R. L. PAXTON, FORT WORTH, TEX.

Live Model Draping

THE ACCOMPANYING illustrations show three steps in the draping of a living model by R. L. Paxton for the W. C. Stripling Dry Goods Co., Fort Worth, Tex. This was done recently in connection with a co-operative fashion show held by the Chamber of Commerce of that city. This work was done on a stage in full view of several thousand people and caused quite a bit of comment. The drape was completed in six minutes, after which the model walked out on an extended platform so the goods and trimmings could be seen clearly by all. The drape was made as follows. One and one-half yards of silver net was used. It was divided half way with a cut-out "V" at the center to fit around the neck of the model. The net was pinned at the shoulders and the ends were drawn about the arms to form sleeves which were held in position by means of rubber bands around the wrists. One and one-half yards of rose colored velvet was used for the over-blouse. This was finished by draping the material over the shoulder in uniform pleats pinned to the back and front waist lines and up under the arm. Silver fox fur was used for the trimming.

Dealing with Kickers

AMONG THE RECENT business books are a series published by Doubleday, Page & Co. for the Associated Advertising Clubs. The profits from the sales of these books go into the educational fund of the Associated Advertising Clubs, which are directing their attention constantly to the betterment of business, through stimulating the desire for better business.

In one of these books, "The Manual of Successful Storekeeping," W. R. Hotchkin, the author, who was for ten years advertising and sales manager for John Wanamaker, New York, says:

"Now, we all know that the person who makes a particularly ugly complaint is usually a great gossip. The world is full of this kind of people, and although we may not like them, we can't kill them, and also, we can't make them quit talking, but we can direct the sort of talking they are going to do."

How to direct that talking and make boosters of kickers is told effectively in this book. Mr. Hotchkin's position is that in retail merchandising a customer pleased is at any time worth the loss of a sale and he shows definitely how such a policy pays. This is only one of the many subjects of vital interest to the retailer which Mr. Hotchkin refers to in a thorough and practical manner. The price is ten dollars.

Banner of Merit

BEST & CO., of New York, have what they call the "Banner of Merit." It is a handsome, effective design that is awarded to and held for a month by the department that shows for the preceding month the largest percentage of increase in total net sales.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

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"The Show Window" Established 1897
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Official Organ of

The International Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

January, 1916

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Study and Progress

STOCK TAKING TIME is at hand. From time out of mind the first of the year has been an occasion for everyone to review his affairs with the purpose of finding out in a more or less exact way how he stands with himself and with the world. And so, together with merchants, manufacturers, bankers and the rest of them, it will be a good plan for the display man to take inventory and prepare for his own information an annual report that will show how he stands with himself. In such a report one's financial status is not necessarily the greatest consideration. Past and present performances and future prospects are the more important. The main things the self-analytical display man need determine are what he had, what he has and what the future holds for him. In other words—is he going ahead, standing still or going backward and, if one expects to keep going ahead, how is that to be done.

Occasionally a display man advances through "luck," but this sort of advancement is rare and its permanency is uncertain. The only advancement that really counts is that which comes from a more thorough knowledge of a man's work. To get better pay or a better position means that one must deserve these and to deserve them one must know more.

We frequently hear of a "born salesman" and the same term is sometimes applied to a display man. That is all twaddle. It is true that some display men have more latent talent than others and this helps them to get ahead faster, but none would go far without much study and hard work. Those men who stand at the head of the craft today are the men who have learned the most about their calling. They have spent years in study and careful observation. They have made their own opportunities for advancement by preparing themselves to be worthy of any advancement that might offer.

It is more or less common for those in more lowly positions to look up to the top notchers and think: "Gee! That man is certainly lucky to be pulling down the money he gets, but he was fortunate enough to get in the game before there was as much competition as there is now. I wish I had a chance at a job like that."

The truth of the matter is that there always has been and always will be plenty of stiff competition in the display man's field. In the old days the good jobs were few and the men who got them had to show they deserved them. At the present time there are many more good positions, but the number of capable candidates has increased correspondingly. Knowledge is the thing that counts, and knowledge comes only through study and work.

Now, at the beginning of the year, is a good time to plan a thorough course of study, not only for next year but for the years that are to follow. Make up your mind that you will set apart a certain fund

for the purchase of books on those branches of art that are allied to window decoration. Study the periods, architecture, color, design. What is equally important, study the possibilities of your merchandise. Practice making unusual arrangements and combinations. A persistent student with a moderate amount of talent has a far better chance to succeed in a big way than the genius who thinks he knows it all and refuses to study.

The Suggestion Box

MANY GOOD IDEAS are found in the "Suggestion Boxes" that are now manitained by most big stores. There are some stores, however, in which these boxes are regarded as a joke and in such cases the fault lies invariably with the house. When employes do not take the suggestion box seriously it can only be for the reason also is suspected of a lack of seriousness. Everyone who submits a suggestion should receive a written acknowledgement and if the suggestion cannot be used the reason should be set forth. Naturally many of the suggestions will be impracticable and some of them even foolish but it should be remembered that they have all been submitted in good faith and indicate a real interest in the business that should be encouraged. When a prize is offered it should be paid unhesitatingly if the suggestion is at all worthy.

Transfer Slips

IN ANY BIG STORE the proper use of transfer slips will save money, time and work for the store and facilitate prompt deliveries for the customer. Every merchant knows that the issuance to an out-of-town customer of a transfer saves the time of the customer, all the sales clerks who wait on her except the first, the rating clerk, the packer, the addresser, the weigher. the router, the express clerk, the bookkeeping dpartment, and in most cases enables the purchases to reach the customer from two to twenty-four hours earlier than if these goods have to be assembled without the transfer card.

Nevertheless, it is a little trouble to make out a transfer card, and in most stores their usefulness is greatly impaired through the negligence of salespeople. Repeated instruction to clerks seems to have but little effect and it is a difficult matter to trace up individual cases of negligence in the matter of issuing transfers.

Best & Co. of New York have adopted a system that has led to a considerable increase in the number of transfers issued. In order to emphasize the importance of this matter this firm offered a bonus of five cents to the person issuing each transer used in more than one department. While this produced results there was still room for improvement so the matter was put up to the department heads on a competitive basis. An accurate record is now kept and the showing of each department in the matter of transfers is published monthly in the form of a bulletin. The percentage of transfers made out in the department as compared with those that have to be made out in the delivery room for each department is shown. For example, in a recent monthly report it was shown that the highest proportion of transfers made out in any department was 85 per cent, while the lowest was 16 per cent. This discrepancy is so great that it presents an opportunity for an investigation as to the reason. The publication of the figures for each department puts the matter squarely up to the aisle managers and naturally results in a spirit of competition that should be productive of good results.

DON'T correct employes in the presence of customers. It is an unnecessary humiliation to the one who has made the mistake and the average customer is not at all pleased to listen to the scolding.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.
John R. Patton, Indianapolis, Ind.
Wm. M. Sheppard, Sioux City, Ia.
J. W. Sanger, Rochester, N. Y.
Aage Schiodt, Hutchinson, Kans.
H. H. Tarrasch, Columbus, O.
E. J. Berg, Omaha, Neb.
W. H. Hinks, Minneapolis, Minn.
L. A. Manne, Grand Rapids, Mich.
Walter Zemitzsch, St. Louis
C. D. Lovelace, Chicago, Ill.
J. O. Buckwalter, Pittsfield, Mass.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Department Store Card Writing Problems

—Article VIII—

The Bench and the Desk

by

J. W. Johnston

IT WAS last June I set out to write on card writing problems and to give answers to the problems presented.

During the past seven months the problems have been of a theoretical nature. That is, we have discussed such questions as have confronted at some time or other—to a greater or less degree—nearly every card writing enthusiast.

It stands to reason that the most satisfactory cards cannot be made if we take up the tools and the materials without first having in mind some definite idea or goal which we desire to attain. Hence it is I have endeavored to begin with the great problem of the card itself—its color or lack of color; its weight and adaptability for specific, definite purposes. In the June, July and August numbers of the MERCHANTS RECORD AND SHOW WINDOW, I gave my best attention to the problem of the "White Versus the Colored Card." This question is of the utmost importance. It is absolutely fundamental to the whole question of card writing, because if we do not set out to work on the material which will best answer our requirements and which will assist in the greatest possible measure in the work for which the card is created, any discussion with relation to the proper alphabets to be used on the card, or any dissertation respecting the phraseology to be embodied, is superfluous. On the other hand, if the card which we select to work upon is one which will "tone up" its surroundings; if the card in itself by its color or lack of color will best assist in attracting respectful attention to the merchandise with which it is associated; or if the card by its color and general character conveys at a glance an idea which does not have to be told in "mournful numbers," it serves its purpose well.

There is absolutely no question whatsover but that the merchandising establishments of the United States are in an important transitory period of their existence. Old ideas of business which were in vogue fifty years ago have, within the last ten years, received some hard, and yet, richly deserved jolts. For example, I will say without hesitation that it was not until nineteen hundred that any establishment of much importance gave attention to the question of appearances.

Pride in appearances was not considered a business asset. Pride in appearances is unquestionably a business asset at the present day or the leading mercantile establishments of this country and of the civilized world, namely, the John Wanamaker establishment of New York City and Philadelphia, and the Marshall Field & Company establishment of Chicago would not be blazing the trail for thousands of lesser and minor merchants to follow.

Store keepers who have long since outlived their usefulness stand for the theory "The greatest possible margin of profit and smallest possible margin of expense." This is the essence of selfishness and is simply another way of stating that business is getting all that you possibly can and giving the least possible value or attention in return. No one but a *fool* would hold to this doctrine at the present day. The proper conception now is that business is a balance of interests —a reciprocity of returns. The place of business is today considered something other than a house for haggling and for the driving of sharp bargains. The spirit of courtesy, kindliness and last, but not least, *equity* prevails. And so the real leaders of the merchandising world are giving attention to the comfort, pleasure and happiness of their employees and of their customers as well as to themselves. The merchants who hold to the idea that "I am going to get the very most from you I can and give the very least in return," are the men whose names will be forgotten other than in the records of derision and dishonor. The merchants who have made their place of business a welcome haven where shoppers would feel that the owner of the establishment had their interests at heart, as well as his own, are the men whose names will be written high on the roll of honor in the merchandising fields.

When we go to Philadelphia, New York City or Chicago and study the leading establishments, we see the generous thought and the liberal expenditures which have been made to beautify the nation-famed houses of business and to make one's visit to the establishment a delight to the eye, a pleasure to the mind and a satisfaction to the heart. We have some confidence that the world is not the cold and stern proposition which the man who says "The greatest possible margin of profit and the least possible margin of expense," would have it.

The appearance of the *"silent salesman"* or the advertising cards about the establishment is of great importance. The antiquated ideas of merchants whose usefulness has long been *nil* to the contrary notwithstanding—the color of the card, the alphabet to be used and the phraseology of the "copy" are of the utmost importance. If I have been able to contribute anything of value in my previous articles to impress this fact, I will feel that my labor has not been in vain.

So then, with the first of the new year I propose to take my readers directly to the bench and to show them how I think the very best advertising cards are being made at the present day.

We have had sufficient theory to enable us to come to the work room with something in our heads and

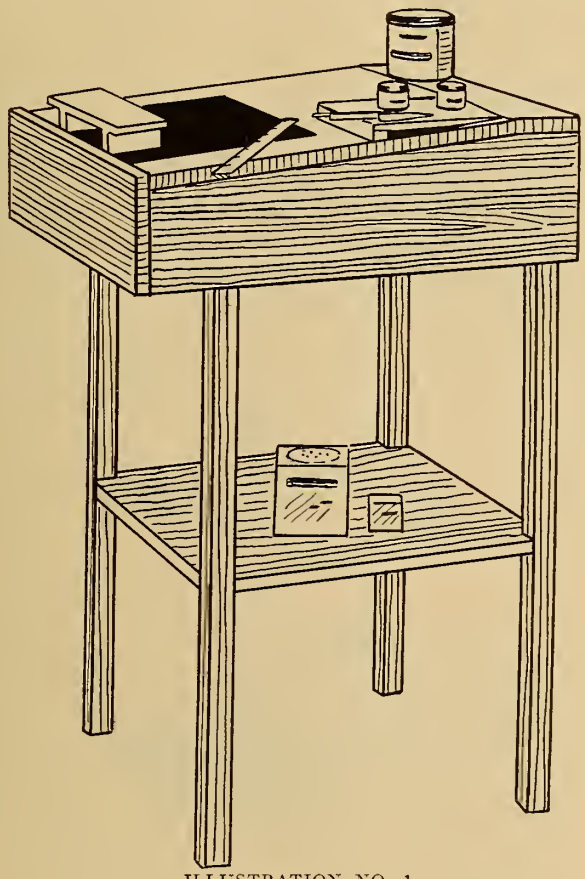


ILLUSTRATION NO. 1

with practice at the bench or at the desk, we will permit our hands to express the ideas in mind.

The illustration No. 1 presents what I consider the best piece of furniture for sign making or card writing purposes. I present the illustration as a unit, and will merely say that if cards larger than 22x28 are to be made it is simply a question of having three or four or a dozen benches of this kind made and placed side by side, in order that there may be a uniform surface and a uniform accommodation.

I am perfectly well aware that there are card writers and sign makers *who do not stand up to their work,* but it has been my observation in visiting dozens of the largest stores in the country, and in meeting the most skillful card writers in the various establishments that they use a bench of the kind which I have represented in the line cut shown and that they invariably stand up to the bench when working with brush or when lining the cards or blocking out the cards for finishing with the pen.

Illustration No. 2 shows the top of a bench with two very serviceable conveniences which can be very cheaply made, but which will prove of inestimable worth. I refer to the *hand-rest* which I find in gen-

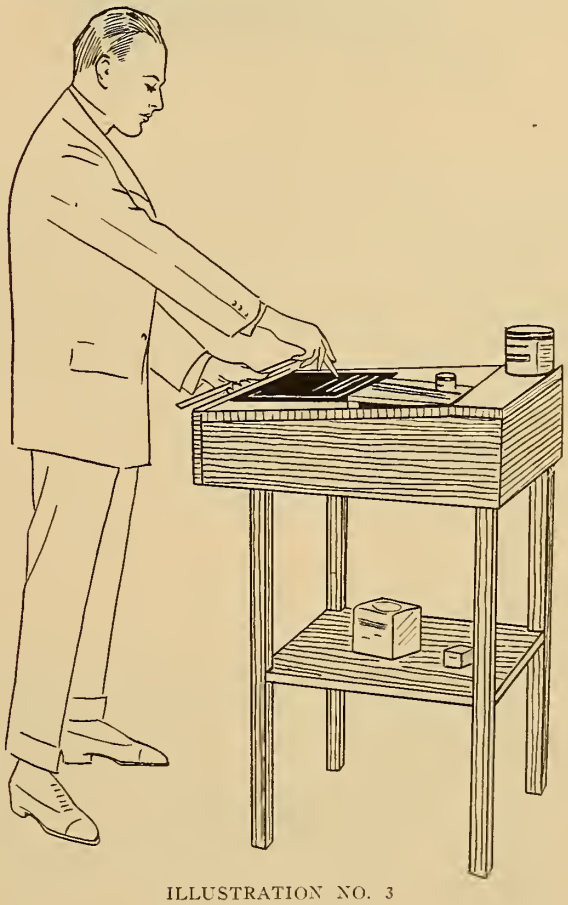


ILLUSTRATION NO. 3

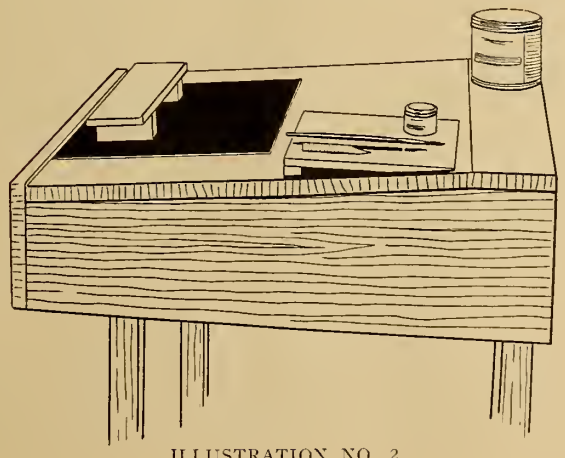


ILLUSTRATION NO. 2

eral use among the best wielders of the brush and the *bench shelf* or *desk stand* on which the tools and materials are to be placed. Both are of great help for use with the bench or the table.

As I stated at the time of my lecture and demonstration at the I. A. D. M. Convention at the Auditorium in Chicago, August, 1914, many students of card writing never succeed in making successful cards for the reason that they will not *force themselves* to get the proper bench or desk. They try to make cards sitting down to a flat top desk or at a desk which is more properly used for drawing purposes or for air brush work than for service with the brush or the

pens. The desk represented in cut No. 1 is of the sort very much more generally used in turning out advertising cards of the right kind in the easiest way and in the shortest space of time.

It costs very little to make the right shape bench and to secure the hand-rest or desk shelf for the hold-

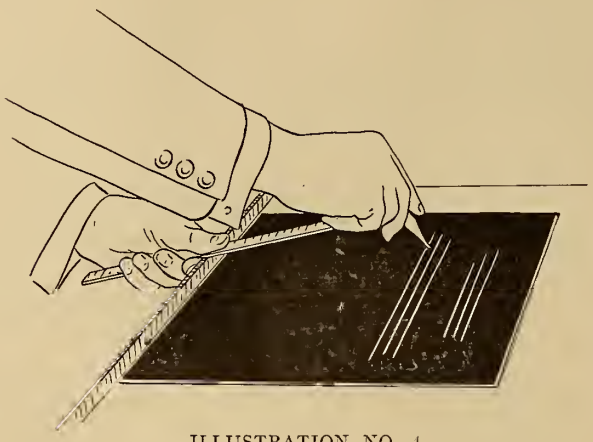


ILLUSTRATION NO. 4

ing of the materials—which otherwise will slide down the slant surface of the face of the piece of furniture recommended by me, or be out of convenient reach.

Another very important particular to be noted and embodied in the construction of the bench or table is the little raised edge next to the worker which should be about one-half inch higher in order that the card

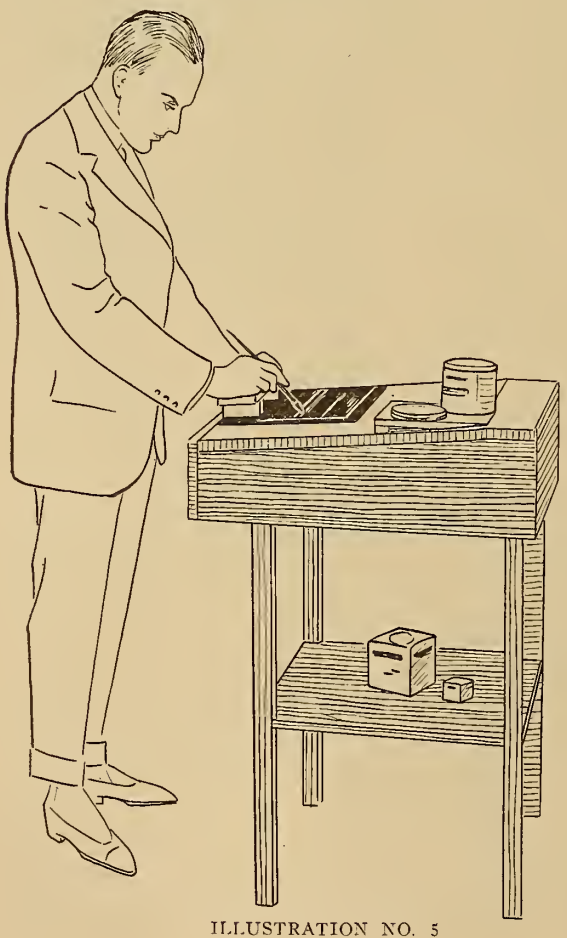


ILLUSTRATION NO. 5

may not fall off on the floor while the lettering is in progress.

As stated, it is well to observe the rule that all ruling or spacing and *blocking in* of the lettering is to be done standing up. The accompanying illustration No. 3, shows the proper position before the bench and shows the correct position for the handling of the rule and bit of sharpened chalk or pencil used in the spacing of the card. Just here I must remind experienced card writers or beginners that the feet should be kept in one position while the ruling process is being done in order that the body may sway to the right or to the left using the feet as an axis. If this is practiced it will be found that the lines can be made very accurately drawn along the surface of the card, and that the thumb and forefinger of the left hand will slide gracefully along the edge of the bench and yet afford the proper purchase for the holding of the rule, the length of which may be shortened or lengthened as the card is being spaced by simply changing the position of the thumb.

The cut, No. 4, shows the correct position of the hands for the ruling and spacing of the guide lines



ILLUSTRATION NO. 6

for letters to be sketched in with the pencil or chalk before the letters are actually constructed with the pens or the brushes.

It has been my practice, and I have observed that it is the tendency of the majority of experienced card writers, to begin the ruling of the card at the top of the card and to continue the ruling to the bottom. Of course, I assume that a sheet with the "copy" is already before the workman, and that he has analyzed the construction of the sentences in order to know just how many lines he should have on the card and how many words should be in each line, thus planning most successfully his work after the order has been received.

Each line of lettering should be defined by three parallel lines. The top line to be the guide for the top of the letter, the middle line for the center of the letter, of whatever alphabet is to be used, and the third line for the bottom of the letter.

After the card has been properly ruled, spaced and letters sketched in, the work is now ready for the brush or for the pen. The illustration, No. 5, will

show the proper position for the use of the brush at the bench and I advocate the invariable use of the hand-rest, although I must confess some very excellent workmen use the fist of the other hand as a rest for the brush hand instead of the wooden arm or hand-rest which I have represented. However, it seems to me that the little wooden bridge is better because it dos not cramp the left hand, but permits it to rest comfortably and easily at the side of its companion.

Cut No. 6 will show the position of the hand with the brush for use in the actual painting in of the letters at the locations defined by the guide lines and the letters or words previously sketched.

Just here I wish to say with all necessary emphasis that the tip of both the brush and the pen should be over the right shoulder. That is what they used to tell us when we were boys or girls in school, and the rule still holds good. I do not know of an alphabet



ILLUSTRATION NO. 7

which cannot be most easily and most successfully constructed by the proper holding of the brush or the pen in the proper position. This same rule applies also for the holding of an air brush, which we will come to later.

I stated earlier in this article that the ruling and the spacing of the letters for either brush or pen work should be performed in the standing posture. The reason for my belief that this is the best advice is that it is a very easy matter while ruling the card and spacing the lettering to step back a step or two to find out if the perspective of the card or if the proportion of the "layout" is as we intended, or as we think will be most effective.

Accordingly, the ruling and spacing operation for either a card to be finished with the brush or with the pen is the same. But I have found from years of experience and from many observations that the best pen work is done sitting down at a stool which is of just the proper height for the bench. By the way, the proper height for the bench should be for the edge to come about at the belt buckle while standing. Of course, the belt line of some of my good friends and readers is a little higher than others, but several Napoleon Bonapartes of the card writing profession are



ILLUSTRATION NO. 8

little men in stature. I do not think that the height of the bench can be properly determined other than by the height of the man who is to strive thereon.

Cuts Nos. 7 and 8 show the proper position for the lettering of the card with the card writing pen or with any one of the pens which may be found most serviceable. This takes us through the problems respecting the proper furniture and appliances which I feel are imperatively necessary for us to secure before we can hope to get down to the actual business of card writing or sign making.

I will conclude the lesson with a half-tone reproduction (No. 9) of a sample card which I ruled, spaced



ILLUSTRATION No. 9.

and sketched with a bit of chalk. Chalk is invariably more satisfactory for use in the lettering, spacing and sketching of letters than lead pencil for the reason that the chalk lines may be easily removed from the finished card when the work is perfectly dry with a bit

of cotton batting. However, when lead pencil lines are used this necessitates the use of an eraser of some kind which never fails to shine up or mark the surface of a fine card, and which is an extremely dangerous thing on any material used for the lettering if this material does not have the virtue of adhering strongly to the card when dry.

It is certainly distressing after having secured the proper furniture and to have followed the proper instructions for the ruling, spacing, sketching, lettering or brushing of the announcement, to give the finishing *cleaning up* touches to the dry work in the removing of the sketch lines constructed with lead pencil to find that in endeavoring to remove these sketch lines and preparatory sketches, the finished work has been *smeared* by the eraser. After this has happened three or four times to an inexperienced workman the value of using a piece of chalk sharpened on two sides only to a knife-like edge will be found to be excellent advice. Not only because the chalk affords a most excellent sketch medium, but because it can be removed with a few strokes of the soft cotton batting and so is very much less likely to endanger the finished lettering, irrespective of the material used for that purpose. However, I do feel that the material used should not rub off or powder off when dry, because once the work has been properly made, it should last; and if you do not wish to see the face of your letters cracking, chipping or powdering off, care should be exercised that the preparation which you use has sufficient binder to guarantee its hardening and holding qualities.

If the above points are carefully observed it will be my pleasure in subsequent articles to suggest other ways for the further progress of our study which I sincerely trust will be of service to the readers of this magazine. If you have not yet secured the right bench or desk with the proper edge for the holding of the card, or have not yet made the little bridge for the hand-rest or the stand for the brushes, pens or materials which you are to use; pray secure these at once, and do accept my sincerest, best wishes for a prosperous and successful New Year in every worthy endeavor.

Swatch Tickets

THERE are probably some retail merchants who do not understand what is meant by the term "swatch ticket," as this proposition is somewhat new. Swatch tickets are nevertheless being used by a number of large concerns most successfully. Briefly, the swatch ticket is a ticket placed on the wrapper of silk bolts to make it easier for the salesman to match colors and in other ways identify the silk in the bolt without having to take the bolt from the shelf and unwrap it. We are reproducing a photograph taken in the silk section of Wolbach & Sons' Store of Grand Island, Nebraska, showing the use of these swatch tickets.



SHOWING USE OF SWATCH TICKETS

The idea is so simple that it is strange that someone had not thought of it sooner. The ticket itself is a plain piece of white cardboard, cut to fit on the silk wrapper. In the center of the swatch ticket is an opening through which the swatch of goods, which is cut from the bolt, shows. When the bolts are in the shelf these swatch tickets show at the end as appears in the photograph. This enables the salesman to identify his goods without taking the bolts from the shelf; and those using them report that the ticket is a great advantage in a number of ways. Perhaps the greatest advantage is in the saving of the salesman's time, as he can match colors and otherwise select the kind of goods he wants much more readily where he has this swatch in plain sight all the time than where he has to go to the trouble of taking the bolt out of the shelf and unwrapping it to find out exactly what is on the inside.

Another saving is in the goods themselves as goods of course, do not improve by being taken from the shelf and unwrapped and unfolded and then folded and wrapped again and again, as is necessary where goods are simply piled in the shelf without any means of identification. Salesmen who are using these tickets find that it is easier for them to tell colors where they are kept separate and surrounded by solid white color than where the goods are taken out and similar shades are gotten together. The white frame around the sample seems to brighten and intensify the dark colors. The picture and description are submitted by Chas. Banks, display man for Wolbach & Sons.

CO-OPERATE closely with your advertising manager—you're both trying to build business. Incidentally, he will probably run a heading "Watch Our Displays" or "Watch Our Show Windows" in the store advertisement. That will help some.

HOW TO SELL IT

HOOKING UP THE SHOW WINDOW WITH NATIONAL ADVERTISING—TWO EXAMPLES SHOWING HOW THIS WAS DONE WITH GREAT SUCCESS—DEMONSTRATIONS THAT CONVINCED THE PUBLIC

Arthur W. Lindblom
With the New England Minneapolis

IT IS NO IDLE BOAST to say the art of proper window displaying—it's an art now-a-days indeed—is second to no other feature of modern advertising and merchandising either in point of importance or improvement. The show window truly occupies a position peculiar to itself. It is the natural outcome of the later day theory to get everything in sight. It represents the closest connecting link between buyer and seller, the public and the merchant. It is capable of unlimitable development.

It is not hard for most of us to recall that time when the average merchant still believed his store windows were doing their utmost by simply letting in the light. The same average merchant carried everything from a pin to a crowbar—remember the "General Store" sign, we see them occasionally now in out of the way places—packed his wares in every possible drawer, nook and corner. What you didn't see you were requested to ask for by the memorable old, old sign. Eventually the specialty store, the departmental store, the growth of advertising, the displaying of goods and so on then came to revolutionalize things. Merchandising methods the country over underwent drastic changes for the better.

The store window was not overlooked in this new era of advancement and progress. On the contrary it came in for conspicuous consideration. No longer did the cat peaceably slumber there; goods took her place. There wasn't much time, and no money to speak of, spent in artistic displays, but all that came quickly enough for the good of the profession once the seed was properly planted, took root and began to sprout. Now-a-days the store window is the soul of the store. It is a silent salesman that must be heavily reckoned with. An enormous amount of money is now being spent in and on show windows and every day of the year a vast sum is paid to experts whose sole work is the attractive display of merchandise in windows.

It is not difficult therefore to realize the value of the store window to the present-day merchant. He couldn't very well get along without it. It serves him in a hundred and one ways and is also proving of inestimable service to the manufacturer, this same retailer's window, in linking it up with what is known as national campaigns. The enterprising merchant is now hooking up with these nation-wide propagandas to mutual advantage. In such a campaign the manufacturer will devote tens of thousands of dollars to tell the country of his products. He uses preferably magazines and periodicals of the largest possible circulation, then local newspapers, billboards, street cars and in general the entire avenues of publicity at his disposal. The progressive merchant, when such an undertaking is at



Plate No. 9273. A White Sale Window by Tom Allen for the Phelps-Dodge Mercantile Co., Douglas, Ariz.

This picture illustrates the value of a reasonable amount of floral decoration in a white sale window. The flowers used here are pink almond blossoms over a lattice furnished in pale green. There are two columns in the back supporting this framework. The arrangement of merchandise here requires no comment.

its height, will jump in with his windows and show the goods themselves, taking full advantage of the thousands of dollars spent by the manufacturer in telling and informing the public of the particular products. In this way the window fits in beautifully with generally profitable results all around. The window holds an unrivalled position. It says, as it were, "Here are the goods" and it's only a step inside to buy when probably the demand has been created.

A successful case illustrating this hooking up system conducted a short time, will bear repeating —a western manufacturer who makes a "Sagless" spring, recently engaged in a nation-wide advertising campaign, the feature of which was an illustration of a heavy person lying on the spring beside a little fellow, accompanied with the wording—"Note occupants do not roll together." An enterprising merchant recently connected up with this campaign by giving an actual demonstration of this spring in his show windows using as demonstrators a gentleman weighing 265 pounds and a midget, 26 years



MR. LINDBLOM IN HIS CAR WITH THE MIDGET

old, weighing 33 pounds. You can well imagine that this created a great deal of attention. The midget demonstrated the various points and advantages of the spring, and at the conclusion of the demonstration handed out circulars to the audience. While the sales results were materially increased during this demonstration, and more than paid for itself—the future sales must be heavily reckoned with. Those who saw this display will, in the future, when looking at this manufacturers' national advertising, no doubt, associate it with this merchant's demonstration.

Not a little doubt and skepticism was manifest recently over the announcement of a stove manufacturer that his kitchen range would bake a barrel of flour, or its equivalent in loaves of bread, on one hod of coal, or bake and cook a Sunday dinner on a full edition of the Sunday newspaper. Startling it was indeed, not only to Mrs. Housewife, who does the cooking, but Hubby who pays the fuel bills, yet the apparent feat was actually performed before their very eyes in a store window, and they had to believe it.

These instances are given briefly to illustrate in a meagre way how the average merchant and retail establishment, big or small, may benefit at the manufacturer's expense and outlay on advertising. The dealer does not necessarily have to wait for these larger national campaigns for he can frequently arrange with the manufacturer for special local campaigns on a co-operative basis, but necessarily more limited in scope, say to the immediate city or district.

A Leading Display Man's Views

THAT the average merchant spends less than he should for his window displays compared with other forms of advertising is generally conceded. The following views on this subject are from Walter E. Zemitzsch, display manager for the Famous & Barr Co., St. Louis. Mr. Zemitzsch writes:

The discussion and sum total of correct and proper window displays in the present day would easily fill the pages of this entire issue, but a mere mention of the more important details will serve to show what an absolute necessity good window displays are to the enterprising department store.

In a measure, the net results are just as essential or more so than the services of the salespeople behind the counters. Displaying merchandise, as practiced by the average department store, is too often neglected and given secondary place as a sales-getter, while hundreds or thousands of dollars are spent yearly through newspaper advertising. If more time and a small per cent of the same expense be given to windows and window space the net results would be nearly double. Prospective buyers not only read of the merits of "unequaled values," but the old-time adage that "Seeing is believing" still holds, and a good display of the same advertised article strengthens the desire to buy.

Window trimming, while simplified to a certain extent in the last few years, is still work requiring careful study and forethought on the part of the workman. An attractive display, no matter how small, or how staple the article, is sure to produce; and, on the other hand, merchandise displayed in a hurried or careless manner fails to secure the proper amount of sales.

The progressive merchant will see a marked increase in business if he devotes more time and attention to valuable window display—he will improve the looks of the store and fascinate his customer by twentieth century methods.

This Man Knows the Value of Time.

REPORTER STUDIES LAW WHILE COVERING STORIES.

Ernest Stout, After Five Years' Work, Passes State Bar Examination.

Taking up the study of law at the age of 45 years, Ernest Stout, a Chicago newspaper man, has passed the state bar examination. Most of his studying was done on street cars. Five years were spent in preparation for the test. In addition to his knowledge of law sixteen credits were required for studies, including history, mathematics, and the sciences.

One of the questions asked of him by the examining board was: "Did you ever read 'Coke on Littleton'?"

"No," replied the candidate, "but I have read Blackstone on a street car."

Stout is a reporter on an evening newspaper.

What are YOU doing with your Income of Time?

Time is the most important factor in your success—it is your greatest asset. Harrington Emerson, speaking of personal efficiency, says, "Money, material and equipment wasted may be replaced, in a measure, but time wasted is gone forever.

"Time is the only commodity that slips away in a steady stream, regardless of what you do with it. It cannot be halted in its flight. Nor can it be coaxed, forced, cajoled, or bribed to return. A billion dollar corporation, with all its wealth and all its credit, cannot buy back one second of yesterday.

"What you do with today's supply of time becomes a fixed, unchangeable, and unchanging fact.

"The only difference between a world-master, like Edison, and an aged pauper is the difference in the use each made of his one hundred and sixty-eight hours a week."

Your intelligence, ambition and talent are **Your Capital.** Your time is **Your Income.**

The way you use them determines your success or failure.

Every normal person has sufficient capital in ability, intelligence and talent to achieve success. Those who add ambition to their capital do, or can, achieve success. We all have a definite income of twenty-four hours a day, some part of which can be used for our development—for our future advancement.

You cannot succeed unless you invest your capital in the work you wish to do. The important thing about your income of time is the fact that you cannot save it unless you spend it in something worth while.

Retail Field an Open Door to Opportunity

A few years ago the young man who wished to make a success gave up four years of valuable time and entered the nearest college for a course in his chosen profession.

The young man of today is offered an opportunity to extend his education without giving up his present employment. He need not lose four or more years of valuable time and experience, nor thousands of dollars in expense and loss of salary in order to fit himself for a well-paying position. He can learn to earn more and earn while he learns.

The Koester School offers thorough, comprehensive courses in Retail Advertising and Show Card Writing that can be accomplished at home by employing your capital of intelligence, ambition and talent wisely; and investing your income of time to best advantage.

It is simply wonderful how much can be accomplished in one or two hours a day in earnest study.

You can't get back time already lost, but you can prevent any more slipping away. Will you do it?

Personal Instruction

in the finest equipped class rooms in our own building, teaching

WINDOW DISPLAY
ADVERTISING
CARD WRITING

The KOESTER SCHOOL

215 South Market Street
CHICAGO, ILL.

The largest and best equipped school of its kind, in the second largest and most progressive city in America.

Card Writing Supplies

The most complete line of card writers' supplies is listed in a beautiful Art Catalogue. Quality and prices are right. Get your copy.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF

No Last Year's Corset Can Produce This Year's Figure—Last year's corsets were designed for the straight up and down or the "floppy" figure. This year's figure is purely feminine, softly curved, with freedom of the diaphragm, free hip line, but with hips as small as ever, figure curves as gracious as nature intended them to be. The new corsets define and outline this figure, newly fashionable, but with the beauty idealized by the world-old masters of art. Hogarth's famous "line of beauty" was founded on the supple curves of the feminine figure. These new corsets are also founded on the beautiful feminine figure. They are designed to bring any figure—within hopeful limits—to its lines. Not one model for all figures, but as many models as there are types of figures, each one with its own particular beauties. Every good model of every good maker constantly in stock. New styles, $3 to $20.

A Special Reduction, $6.98 to $12 Negligees, Now $4.98—Discontinued styles, yet very pretty and attractive. Indeed, they are reduced solely because we cannot fill up the lines, and these have come to broken sizes. They are made of challis, striped, dotted and flowered, of French flannel, of fancy crepe and of cashmere. They are in pretty shades of pink, blue, lavender, etc. Some of flowered challis are trimmed with lace; some of the dotted challis are made with two-tier accordion-plaited skirts, dress effect. One style of fancy wool crepe is lined throughout with white albatross. Some of cashmere, wrapper style, trimmed with black velvet ribbon. Those of French flannel have collars of batiste, elaborately hand embroidered and hand scalloped.

A Dress Form Saves a Lot of "Trying On"—All emancipations do not come from the law-makers; the inventors have done their part in emancipating women from unnecessray servitude. Stop in at the Dress Form Store and you'll see. A dress form is very helpful to alter a dress that does not fit exactly. We have them for very thin and very stout figures; and we have them adjustable—any way you want; $5 to $18; and each is a Hall-Borchert form.

This Store Is Headquarters for All Good Makes of Corsets—It is undoubtedly true that we sell more corsets than are sold in any other store in Philadelphia. All the standard makes are in stock, and no sooner is a new model brought out by any of the manufacturers than we have it. Full regular stocks, special lots purchased from time to time, and expert fitters, who are highly trained so as to be able to give customers the model and size best suited to them, are the reasons for the volume of corset business done here. Always in stock are—

Amusing Sports Millinery—A sports hat must be practical first. It must hold close to the head without pins. It must not be too large to interfere with a stroke in golf, or shade the face too much in the woods, shooting. But after the practical part is settled, then it is fun to choose among the gay colors, the soft, furry velour hats, the splendid Russian fur turbans, the classic Amazone four cornered hats of white felt, the crocheted sailors and turbans that may be dyed to match coat or sweater in forty-eight hours. A sports hat ought to look the part. Very pretty ones are here. Moderately priced.

$5, $6 and $8 Trimmed Hats—The hat sketched is one of scores and scores of new hats which have just been finished in our workrooms, and which made their appearance in the millinery salons for the first time today. The hats were in boxes stacked up to the ceiling, waiting for this morning, when they were put on display. Before writing this announcement, we saw dozens of representative types and we believe there is nothing worthy in the market which is not shown in one of its phases in this collection. There are youthful Tricornes, all kinds of sailors, plenty of hats for the women not so young and a great variety of new draped turbans—wonderful variety at $5.00, $6.00 and $8.00.

Gift Handkerchiefs to Be Embroidered—Such dainty, individual gifts as specially embroidered handkerchiefs are always welcome, but the work is delicate and tedious, and time should be allowed for it. We have ready new sample books showing the many styles of initials and monograms, which will be embroidered at prices ranging upward from 5c a letter.

New, Low Priced Cretonnes of Amazing Beauty—The upholstry shop is aglow with them now. Some are from English mills—still others from France—while many of the best this season are our own fine American makes. Those who like the imported Cretonnes will find here a large and carefully selected stock. All sorts of patterns may be had—shadow styles, chintz patterns, paneled and trellis designs, formal striped patterns with medallions set in at intervals, etc. Special value lots at 19c and 25c yard. Especially popular with many is a new American Cretonne which almost exactly duplicates a favorite pattern in imported linen. It is priced 39c a yard. Another handsome new Cretonne is a chintz pattern of very tiny pink and blue flowers. Its Delft and old rose shades seem especially well liked by many. Price 28c yard.

Just Why These Lace Curtains Are at the Same Low Prices—It is through no out-of-the-ordinary stroke of business acumen, nor due to somebody's failure that these imported curtains are here at the same prices our customers have been accustomed to pay. It is merely through sane merchandising methods which prompted us to buy a large supply at a time when all indications pointed towards a future rise in prices. True to our foresight, prices have risen rapidly. Yet we can sell beautiful curtains—of laces made by deft fingers of European peasants, gathered and assembled in the best Paris workrooms—at the same old before-the-war prices.

A Liberty Cretonne Copied—Four new cases of cretonnes straight from American mills arrived yesterday. Copies and adaptations of some of our finest foreign designs. Woven and printed so extremely well that they surprise one. Wonderful for only 25c, 35c, 45c, 55c and 75c yard.

To the Man Whose Overcoat Price Is $15—We have coats at that price which it will pay him to see. We have made very careful comparison of these coats with others at the same price. If our men friends will compare the fabrics, the workmanship, the finish and the style, remembering that our coats are absolutely all-wool, the decision will be in our favor. Fabrics are fancy mixtures, Oxford grays and black cheviots.

The Best Clothing Is None Too Good for the Boy of Today—The modern boy is as particular about his apparel as any grown-up—and we are as careful in choosing his styles, as we are in selecting Clothing for his father or older brother. We also insist that every garment be durable—the fabrics trustworthy, and the making of the best; and it is due to these standards that this Store has won the high favor of boys and parents alike.

The Best Shoes for Boys—Punting footballs, the hop-skip and jump, treading bicycles, and the rough and tumble of every day play are hard on boys' shoes. Although it is true that these Shoes at Kerr's will not successfully withstand boy-use indefinitely, it is equally true that they will withstand it better, and "stand up" under the service longer, than any Shoes we know of, and we have investigated the matter with characteristic thoroughness.

Now There's a Sudden Call for Derby Hats—In the fore part of the season, soft hats were most asked for; but lately, men of fashion are taking to derbies. The one thing a man asks of a derby hat is that it shall be distinctive without being conspicuous. This explains the high favor in which our Redleaf London hats are held. Prices, $3, $4 and $5.

Oh, the Warmth in These Ulsters for Men!—Yet not a single coat of them is weighty. For the short man who wants an ulster that won't trip him up. For the tall man, and the stout man, and the man who strikes the average. And for the motorist who drives his own car, and who cannot be bothered with a robe about his feet, there is a coat so long that it falls to his shoe tops when he is seated. Lined with fleece or leather and warm as can be. Single and double-breasted; with and without belts; lined three ways. $25 to $60.

The Right Kind of Overcoat for Boys—Service first. We have said that before, and we repeat it here and now because repetition makes for emphasis. Good looks next. The rising generation is just a bit squeamish in this matter, and Little Sister now has assistance in wearing out the rug before the mirror. His concern regarding his appearance is a hopeful sign, because good looking clothes kindle the fires of self respect and assurance, both very effective weapons in hewing a way in the world. Comes now the prices, and *ours are lowest.* Fact. And since it is a fact, we have no hesitancy in saying it so squarely.

Warm Sweaters and Swetaer Sets That the Children Must

"A Display of Shirt Waists by Mr. Richter for Saks & Co., N. Y."





SHIRT WAIST FORM
No. 51-16/103

No sleeves to stuff, the waist assuming a natural effect at the shoulder, easily dissected to accommodate short sleeve garments, are a few features which make this fixture an investment instead of an overhead charge.

Send for our new loose leaf booklet

Figures cannot lie, neither can Kindlimann Forms. That is our reason for proudly exhibiting herewith photograph of Saks & Co. Shirt Waist Display using the Kindlimann waist form with arms.

It is our contention, that these forms are practical, powerful, silent selling agents, or they would not be working on the busiest merchandise corner in New York City.

The Jacob Kindlimann Form Co. 419-421 BROOME STREET **New York**

Masterpieces in Wax Sculpture, *by Culver*



Manufactured by **IRWIN G. CULVER CO.** **60 East 8th St., New York**

Have—Bewitching little sweater sets for the two to six-year-olds are of brushed wool, and include cap, leggings and mittens, besides the sweater. In green, dull blue and brown, they cost $6.50 the set; gray are $4.50. Other sets of cap, leggings and sweater are $4.75 the set. *Sweaters* that are mostly white or have a little color in them, come small enough for babies of six months and large enough for children of six years. Prices are $1.25 to $3.75. *Scarfs and caps to match* or wear separately here also—good for skating—$1.50 for scarfs and $1.50 for caps; $3 the set.

"Good, It's a Sweater!"—Can you not see the out-of-doors woman or girl when she opens a Wanamaker package with a cosy sweater in it? Every good kind, we believe, is here between $2.85 and $12.75—Norfolks, automobile sweaters, plain mannish sweaters and sweaters with contrasing colors.

Men's $3 Cloth Hats Today, $1.75—Head and shoulders above any cloth hat values in town today. A soft hat is the choice of hard heads in windy weather. It will stick on in a gale which would blow a Derby to Hell Gate. Nor do you have to pull a cloth hat over your ears until you look like David Warfield in "The Auctioneer." Put it on firmly but lightly, and it will remain there until you take it off. These cloth hats are made of English tweeds, worsteds, Scotch cheviots, and homespuns, in a beautiful variety of smart colorings, and in about fifty different patterns. Smart, extremely comfortable, and all that sort of thing. One of the best ideas ever sent over by Europe. Added to which is the fact that these three-dollar cloth hats at $1.75 are an extraordinary value. Don't forget that.

The White Sale—A Measure of Merchandising—The greatest white sale we ever held—perhaps the greatest sale of the sort ever held in America—will begin here tomorrow. Its preparation has tested our energy and experience and market prestige to the utmost. There are gathered for this one sale as many garments as most large stores need for a whole season. The prices are extraordinary—in many cases hardly more than the worth of the materials. Yet in all this vast stock you will search in vain for garments of poor workmanship or bad style. Even the least priced might well be worn by any dainty gentlewoman. Quality is the keynote of the sale. Quality is the keynote of this store. The next few weeks are to see here the greatest economy offerings in the history of retail merchandising—and some of the important sales are now beginning. But in those now starting and in those to come, in the regular Loeser stocks, at all times and in all seasons Loeser merchandise is dependable merchandise.

10*c. to* $1.29 *Embroideries,* 5*c. to* 49*c.*—Another companion to our remarkable series of white offerings. There are several hundred yards of fine Nainsook, Swiss and Cambric Embroideries in this collection. Embroideries that are useful for ornamenting white frocks for southland wear and undergarments and fancy work. Edgings and insertions, some in sets to match, two to eighteen inches wide. Embroideries sold at an unusual price sacrifice because these pieces represent all the importer had remaining of these particular styles.

Slippers—The Final Touch of Beauty to the Evening Gown—To serve their full purpose, however, the evening slippers must blend harmoniously with the costume. No "just as good" or "nearly so" choosing will do. For that reason the comprehensiveness of our stocks of evening slippers will have a distinct appeal to the critical woman. The collection includes beautiful beaded effects, tinsel brocade and gold and silver lace to correspond with the modern vogue for these materials in evening gowns. Also slippers for afternoon or evening affairs, of aluminum cloth, cloth of gold, bronze kidskin and other materials.

A Clearance of Corsets—They are regular corsets, right from our own stock. While the size ranges are broken, the variety is large and therefore we do not think you will experience a great deal of trouble in finding your size. Many kinds, you see, but not many of a kind. G-D Justrite, Thompson Glove Fitting, The Nemo and The Kerr Special.

Millinery! Any Winter Hat, Choice $2.98—A most remarkable clearance—just for today. Your choice of any winter hat, regardless of its former price, at $2.98. You will find that some of the most attractive and becoming hats we have had this season are in this clearance.

To-day!—Our Annual Sale of Soiled and Sample Handkerchiefs—Welcome news to the thousands of our customers who have been eagerly looking forward to this annual pre-inventory clearance of the many lots of handkerchiefs which have become tossed and rumpled through holiday inspection. As has been our custom, we have added to the collection all the sample handkerchiefs which have been turned in by our wholesale "road salesmen." Handkerchiefs for men and women are included, in a wide variety of styles—and all at considerably less than regular prices.

Tailored Suits—Four Groups in a Whirlaway—These suits bargains are as obvious as daylight, and therefore we will dismiss them with the briefest comment: They are made up of suits from our regular stock, which means that our own expert buyers picked them carefully from the market where thousands were shown. They are reduced now, in the very nick of time, right at the threshold of real winter. Our word for it, the styles are winsome, charming and different!

Great Sale of Fine Blouses—Lingerie, silks of all kinds, tailored blouses, all enter into this great sale, and at prices the most attractive ever quoted for such styles and qualities. These are all in the latest styles, the newest ideas of color and decoration. The present prices will average a full third below those usually placed upon Blouses of such character, and the blouses themselves are eminently handsome and desirable.

$1.25 *to* $1.75 *Dress Fabrics* 98*c. a Yard*—One of the leading mills in America sends us a shipment of odd pieces of all wool fabrics. They are the surplus after completion of orders, no two pieces alike. Included are imperial serges, whipcords, granite cloths, costume serges, Bedford cords, etc. Such colors as navy, green, Copenhagen, tan, black, etc. From 50 to 54 in. wide, sponged and shrunk. *Sold in skirt and dress lengths only.*

Beautiful Blouses at Lower Prices!—These are the better blouses—the exquisite "confections" of silks, laces, crepes and nets. We are slightly "overstocked," as they say in the terminology of the business. The remedy is price reductions to sell them away before inventory Friday night. The best blouse opportunity in a long, long while:—

Women's New Everyday Coats—The long coats of fancy cheviot or diagonal which women like for all-around wear. This style is copied from a much more expensive coat; semi-fitted in the back and belted in front, and is specially priced at $22.50. Only fifty.

Crisp New Linen Frocks for Young Women—And plenty of young women want such things this very minute, to wear indoors. There are rose colors and lovely blues, brown shades and plain white and they are usually made rather simply, with straight skirts and pockets into which you'll want to stick your hands at once. Some have wee white vests, and most all have silk ties by way of finish. $7.50 and $10 each. And also new and quite attractive are some wash silk frocks, in simple one-piece styles and pretty striped effects. These are $17.50. 14 to 20-year sizes.

Lingerie Waist for Spring—This is the time that many women want them to add a touch of newness to the winter suit, and three of the very newest styles would do nicely for this purpose. All are made of sheer batiste, with fine laces and have insets of embroidered organdie. They all have long sleeves and collars that can be made high or low; $3.50, $5.50 and $6.50.

White Sale—A New and Better Event—No disappointments about quantities—There is enough for every comer. No lessening of quality—every garment is fully up to the highest Loeser standards. No failure of anticipations of the prettiness and desirability of the garments—those women who "have saved" for this white sale, have done so worthily. It is a new kind of a white sale, a better sale than even we have ever known. Each year's experience has been helpful in bettering conditions, in improving the merchandise. It is easier to examine and to buy on these wide spread tables. Each transaction is speedier—no loss of time anywhere.

Women Have Good Choice in $2 *Shoes*—For even as low a price as this they can get good style, good fit and good service in this new store of lower-price shoes. Button and lace models in patent leather, black calfskin and black kidskin. Some with black, gray or fawn cloth tops. All well-made shoes and, without exception, superior to the footwear regularly sold for $2.

More Boys' Chinchilla Overcoats With Hats at $5 *Each*—The third time we have had this sort of combination this season. The overcoats are made of good sound chinchillas in blue, gray and brown; are double breasted, button up to the neck and are fully lined—and with each overcoat goes a little hat of the same material as the coat. They are wonderfully good for a price so low. For boys of 2½ to 10 years.





LITHO-ART

¶ This new method of using the air-brush in decorating show cards has just been originated by C. J. Nowak, Economist Training School instructor.

¶ This system is practical, quick in execution, permits of unlimited use in good color combinations, and is worth more than our price of tuition alone.

¶ Over one hundred new show card layouts and designs, demonstrating the use of Litho-Art will be given in the new 1916 show card instruction classes.

¶ The 1916 Show Card Educational work will also embrace complete instruction in the use of all the new Speed Pens on the market. In our new supply catalogue we show 69 different sizes and makes.

¶ All of the lettering on the above cards was made with the new Speed and Disc Pens. These also demonstrate the use of Litho-Art. The beautiful color effects, however, are lost in a black and white reproduction.

¶ The 1916 Instruction work on Salesmanagership, Advertising, Display Management or Window Trimming Salesmanship and Show Card Writing contains many new and original ideas of value in retailing.

¶ A few of the many new subjects are: The Placing of Fashion Shows, Short Skirt Fashion Draping, The 1916 Color Combinations, How to Buy Fixtures, Systems for Window Charges, How to Use and Handle Foliage, The Spring Advertising Campaign, How to Buy Printing, Making of Advertising Slides, Use of Speed Disc Pens, Business Letter Writing, Instructing the Sales Force, Making Dead Departments Pay, The Suggestion Sales Plan, etc.

¶ This instruction work will be supplemented by forty-eight new lectures and demonstrations given by the Dry Goods Economist staff.

¶ Make that resolution now to invest in Economist Training, and let it be a real resolution. You will find it the best investment you have ever made. Use the coupon.

ECONOMIST TRAINING SCHOOL

☐ Send your school catalogue on Advertising, Salesmanagership, Display Management, Salesmanship, and Show Card Writing.

☐ I want your catalogue on Window Materials, Show Card Writing Supplies, and Retail Business Books.

☐ I will attend the E. T. S. in 1916 Send me the class formation dates for ○ January ○ February ○ March ○ April.

NAME..... ADDRESS.....

ECONOMIST TRAINING SCHOOL

231-243 West 39th Street NEW YORK CITY

New Spring Styles in Hand-Embroidered Neckwear—The daintiest organdie collar and cuff sets, worked in dots and flower sprays and some have fine lace edgings. There are roll and flat collars, and one very new shape has slashes in the collar at the sides. They are $1 to $3. New organdie collars alone, flat or rolled and beautifully hand embroidered, 50c to $2.

New Fashion Ideas in Girls' Petticoats—There are flounces and ruffles, tucks, cords, fine knife-pleated edgings, scallops, rose quillings, and a host of pretty trimming fancies put on in fresh ways, adding to both the fullness that every girl wants and the charming effect that every girl ought to have! Silks of all colors—white, light colors and the usual street shades. Prices are $5, $6 and $6.75. Lengths, 32, 34 and 36 inches.

Strawbridge & Clothier All-the-Year Service—A store occupying the position of "universal provider" in a community of nearly two millions of people need not have dull days at any time. Fresh needs arise every day in thousands of homes, and purchases that have been postponed are made after Christmas. Besides, there are many extra attractions for to-day and the days following—before-inventory clearing up of odd lots and remnants of desirable winter merchandise, including numerous good things not mentioned in the store news, but easy to find when you come.

These are Good Furs to Buy With Christmas Gift Money—Comparison will show you that you are getting the best value for your money, and it is a delight to choose from this great collection where every worthy fur has a place and every good style is shown at its best. These sets will be broken and the pieces sold singly, if preferred:

Men's Underwear Winter Sale—Men's underwear offers a fair example of the exceptional character of the annual sale of hosiery and underwear which began this week. *Every garment included for men is service-perfect. Every garment is from one of usual suppliers—a good make, well-known to most men and thoroughly dependable. Every garment is offered at a price which we have never excelled—even though this is a year of high prices in all kinds of knit goods.* Opportunities for women and children to get good underwear at little prices are equally interesting.

Clearaway of Broken Sizes in Men's Suits and Overcoats at $12.50. *Original Values to* $20—About 100 very desirable suits tomorrow enter this clearance. They are reduced because we are no longer able to present complete size ranges and can secure no more garments of the same fabrics with which to fill in. Styles are for men and young men. Fabrics include some very fine worsteds and many soft, unfinished cloths. Every suit is Loeser tailored and built to our specifications.

Coats—New Purchase for Young Women—Better than the usual purchases made at this time of year, because the coats were made to our order. Materials, colors, workmanship and fashions are quite out of the ordinary. Wool velour coats at $16.75. A grade that we sold earlier this year for $25. Lined throughout with peau de cygne, interlined with flannel and made with selected fur collars in shoulder or chin chin style; one model has a broad belt, the other a braided belt of material; very smart.

Women's Glace Gloves—We have just received a large consignment of well-made glace gloves, and will place them on sale tomorrow at the special price of $1.00 a pair. Seldom have we been in a position to offer such glove value at this price. The offering includes:

Men's 1916 *Panama Hats from Peru*—First shipments now ready for southern tourists. Natural Panama hats from this source of supply come nearest to perfection. Fitted and fashioned to your own instructions. The jauntiest sort of hat for leisure hours in the Sunny South. Obtainable only at Wanamaker's. Prices, $12 and 15.

Late Shipment of Those Good $2 *Umbrellas*—The kind with sample handles, both men's and women's styles, that everybody likes so much. The covering is union taffeta (silk and cotton) which wears so well that we guarantee it for a year; and the handles are of carved wood, sterling silver caps, horn, gun metal and silver trimmed.

New Suits—New Dresses—Come Into the Women's Salons—Practical mid-season styles of both. The suits are of poplin with velvet collars; broadcloth with fur edges and braid, and heavy diagonal cheviot. Each may be had in blue and black. Prices are $15 and 25. The dresses are simple serges or almost as simple chiffon-and-taffeta frocks. The serges fasten at the side; one style has a braided skirt yoke and one an overskirt with embroidered girdle. Perhaps the prettiest of all is a chiffon with taffeta bands. There are seven styles in all—mostly in navy blue; and prices are $15 to $25.

Store Soldiers

JUDGING from published comment coming from all parts of the country, the people of the United States stand for a state of more thorough military and naval preparedness than we have had. For this reason it is likely that a recent move made by Wanamaker's New York store will attract a good deal of favorable comment. The employes of the New York branch of this big establishment have organized a machine gun detachment for the 71st Infantry of the National Guard of New York.

For some years the employes of the Wanamaker stores in Philadelphia and New York have had their cadet organizations. These have been encouraged by the management as it is believed the semi-military training fosters manliness, loyalty, uprightness, readiness and military bearing, the spirit of order, obedience, self reliance, ambition and *"esprit de corps"* with the realization of the importance of a faithful discharge of the responsibility of business and personal life.

Membership in the militia is purely voluntary, but those who join are given preference. The uniforms are furnished by the store.

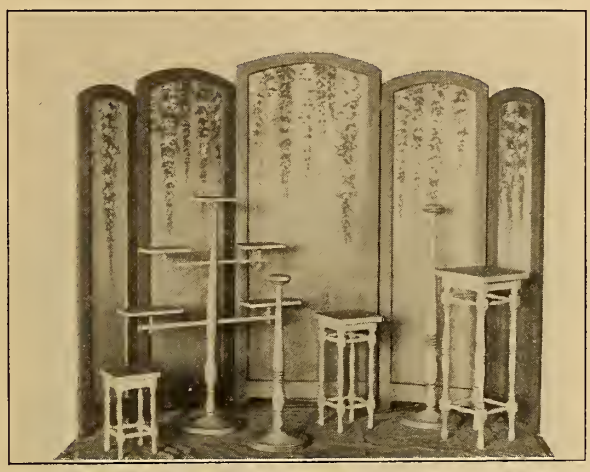
In addition to the machine gun detachment connected with the New York store, employes of the Philadelphia house organized Co. A, of the Second Pennsylvania Infantry. They will receive the same preference in civil advancement, accorded to the machine gun men in New York, and the management is offering every encouragement to the young men of the store to join. It seems likely that other great stores may follow this example. Guard members who are given time by their employers for the purpose of rendering military service and who are encouraged to perform it are sure to repay in increased loyalty and service.

Jos. Horne Co. Reincorporates

THE Joseph Horne Company of Pittsburgh, which has incorporated under the laws of New Jersey, was made a domestic corporation last month at Harrisburg, with a capital stock of $2,100,000, the directors being Joseph B. Shea, Albert H. Burchfield, William H. Birchfield, E. Holcombe and Joseph Horne.

The Joseph Horne Company was first organized as a New Jersey corporation because it could not own land under the corporation laws as they then were in Pennsylvania, and it would have been necessary to organize two Pennsylvania corporations, one for owning the land and the other for conducting the Horne store. The Pennsylvania corporation laws have been altered gradually, so that it is now possible for the corporation to own the land which it needs.

The Joseph Horne Company will continue the policy which has made it so successful, the change to a domestic status having no further significance than that mentioned.



We are offering the above (5) panel screen beautifully decorated at a bargain. As we have just a few left, the special price will be $18.75 complete for the (5) panels fastened together with double hinges. Size, 5 feet high and about 8 feet long. Placed back of a display will bring results. It will pay you to order early before these are gone.

The best way and the easiest way to make a good display is to have on hand a few good screens or decorative set pieces like those shown above. You can place them to advantage in any part of window, and in a few moments arrange a display that will be wonderfully attractive.

Try out this idea and increase your sales by keeping your Show Windows good looking and up to date.

Our big ad in the next issue will interest you. Do not fail to get a copy of February issue of Merchants' Record and Show Window, as our many designs will appeal to you from points of quality and price.

Do not fail to visit our Show Rooms and Studio when in Chicago.



Another of our specials is shown above, and you will be surprised at the way in which it will transform your window Height, 6 feet over all, by 8 feet wide, making a complete background and one easy to install. This background is beautifully colored throughout in water colors.

Price of background, not including foliage.....$9.50

Flower stand and box, 4 feet 4 inches high, nicely decorated, each 3.50

The BODINE-SPANJER Co.

Designers and Manufacturers of Decorative Backgrounds for Show Windows

1160 CHATHAM COURT, CHICAGO Phone Diversey 2585

M. P STAULCUP, Eastern Representative
44 East 23rd St., New York, N. Y.

To get to our studios, take Larrabee St. car on Dearborn St. (downtown), go north; get off at Division St. and walk 1 block west to Chatham Court.

New 1916 Spring Catalogue



M 208 M 209 M 210 M 211 M 212

Ready

Send for it. Free

Illustrating the latest Flower Designs

Low Prices Best Quality

Samples sent Free

J. Hartwig Co.

26-28-30-32 Pellington Pl.
BROOKLYN, N. Y.

Showroom, 24-26 W. 30th St., N. Y.

Just a few of our large assortment

		Per doz.	Per gross
M 208.	Forsithia Spray, 24 ins. long, of Sateen,	$1.35	$13.50
M 209.	Wild Rose Spray, 24 ins. long, of Sateen,	2.00	20.00
M 211.	Pear Blossom Spray, 24 ins. long, of Sateen,	2.00	20.00
M 212.	Fairy Flower Spray, 24 ins. long, of Sateen,	2.50	25.00

APPLE BLOSSOM of Sateen per gross, 32c.
Vines of Muslin Foliage.....$6.00 per gross up
Beech Branches, large size, 36-48 inches, $6.00 per 100 branches
Maiden Hair Ferns, large size, any color..... $5.50 per 100

A Weekly Letter

VARIOUS STORES have various ways of stimulating salespeople to additional effort and added efficiency in their daily duties. Some stores issue periodical bulletins; others have store papers while still others hold weekly or monthly meetings at which the selling force is lectured on the several points that are involved in the handling of customers. E. H. Leonard, manager general for the Healy Shops in Detroit addresses the working force with a little weekly leaflet that is issued every Saturday. It is called Healy's "Onward March." The following are the first two copies that were printed:

Good Morning, Assistants!

This is my initial weekly letter to *Healy* employees, and I shall dwell *briefly on "Individual Duty."*

A young employee once asked me: "How can I sell more goods?" My reply was something like the following:

"Cultivate tact; study customers' ways; learn everything about the merchandise; keep stocks clean, well displayed, and in full assortment; be wide awake, watchful and alert while on duty, and know daily what is advertised."

And I believe that system will surely result in increased sales, better conditions, harmony, success.

Healy shops are just now on the eve of a wonderful transformation. We have great plans for the future. A splendid opportunity presents itself to those of us who are enjoying the confidence of Mr. Healy. For we all have a chance to help make this beautiful store *more beautiful and complete.*

Who will make this delightful change in *Healy* Shops?

We—you and I. *If* we show by our words and deeds that we are entitled to consideration for advancement; then, and then only, will Mr. Healy feel justified in acknowledging our loyalty and competency.

Salespeople should remember that they are directly under the supervision and management of Shop heads. All store differences must be taken up with your Shop Manager, and that official's O. K. is your order.

Ask your Shop manager when in doubt. Do not leave the store at night with the burden of doubt on your mind. Believe in *Healy's;* talk *Healy's;* think *Healy's!* ADVANCE HEALY'S.

More next week. In the meantime, *"Onward March!"*

* * *

Good Morning, Everybody!

Here it is Saturday morning, one week from the great, merry Christmas of 1915.

What a wonderful opportunity presents itself to *Healy* employees during the final shopping days of this joyous yuletide.

Do you recall the words of our employer, when he last stood upon the balcony and addressed the entire staff on *"Duty to the House"?*

Yes, he meant every word of that remark. *"Now is the time when you can demonstrate your fitness for PERMANENT work in Healy Shops."*

The final week's plans include promptness to report at 8:20 o'clock A. M.; closer attention to the wants of customers; longer hours on duty; extra precautions in filling out sales slips; willingness to help in other shops when occasion requires and eagerness to advance the interests of Mr. Healy's enterprise by being his creditable representative in every transaction.

Make no promises for delivery unless you are sure of the time Healy cars leave on schedule routes.

Take 40 minutes or less for luncheon during the remaining six days of Christmas shopping. Report immediately to your shop manager when returning from lunch. Make sure your time out does not conflict with other people in the same shop.

The best service possible is none too good. It is not unreasonable to expect entire co-operation for the success of *Healy's.* Refusal to perform work that you consider *"beneath your station"* is an indication that you always will be *beneath.*

Now for a grand finish—keep ahead, *"Onward March!"*

Talks on Retail Selling

MOST PERSONS having anything to do with storekeeping will find a good deal to interest them is a new book called "Short Talks on Retail Selling" that is published by Funk & Wagnalls Co. The author is J. Roland Hall, formerly principal of the School of Advertising and Salesmanship of the I. C. S. It is a volume of chatty, inspirational talks on retail selling calculated to arouse in salespeople a keen interest in the art of properly handling the customer and to keep them constantly on the alert to sense and seize every selling opportunity. The price of this interesting book is 75 cents, net.

Course in Window Display

WINDOW TRIMMING, with real merchandise and a dummy window, will be one of the practical subjects to be taught in the three weeks' "short course" for merchants to be conducted at the University of Minnesota, January 31 to February 19. This course will follow the customary one-week course for merchants set for the week of January 24.

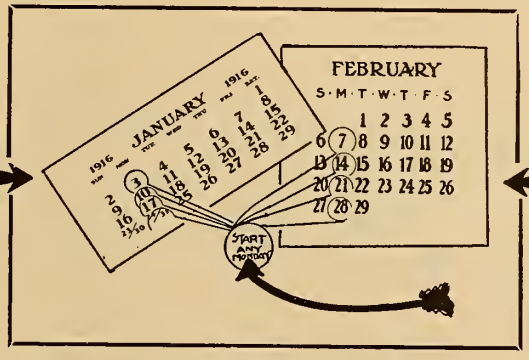
Showcard writing will also be taught in the long "short" course, as will accounting, with use of actual transactions. Textiles, hardware, leather goods and food products are some of the merchandise lines that will be considered.

Education Means Higher Pay

THE EDUCATION of the salesman means a great deal more than better wages for him and better wealth for the merchant, for the man behind the counter must be ranked as one of the great educational influences of modern times.

It takes salesmanship to introduce every innovation, such as sewing machines, vacuum cleaners, notched collars and coat shirts. We owe these things as much to the salesmen who introduce them as to the inventors who designed them. The Englishman still gets into his shirt from the bottom like a possum going up a hollow tree. The initiative of the American haberdasher must be given credit for the wide use in this country of a shirt that even a fat man may put on as easily as he does a vest.

THE comprehensive and nation-wide window display campaign that has been conducted by the Goodyear Tire & Rubber Co. during the past year is another instance that proves manufacturers are learning the practical selling value of the show window. It will not be many years before every manufacturer who makes a product susceptible of window display, will have a well regulated window advertising department presided over by some practical display man.



THE RIGHT TIME!

AT CHICAGO DISPLAY MANAGERS SCHOOL

The arrows above indicate to those who are planning to learn the profitable professions connected with display management that there are several dates for which they can enroll for classes in January or February—Lessons in these courses start any Monday:

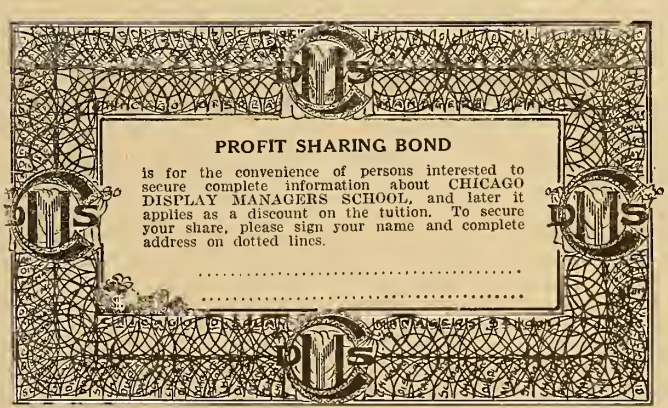
Show-Card Writing **Window Trimming**

Advertising **Salesmanship**

USE THIS BOND

If you clip this profit sharing bond and mail it today with your signature, it acts as a discount on the cost of tuition when you enroll. DO IT NOW.

SAVE 5%



Send for our beautiful new seventy-two page Reference Book. Contains all information and facts about the school. It is free.

You learn these professions under men whose experience was gleaned in actual contact with Chicago's famous State Street stores.

CHICAGO DISPLAY MANAGERS SCHOOL

H. J. RUTHERFORD, *President*

304-306 W. JACKSON STREET

CHICAGO :: :: :: ILLINOIS

PRESIDENT, A. J. EDGELL, 29 W. 39th Street, New York.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT
E. D. PIERCE
Rochester, N. Y.

2d VICE-PRESIDENT
L. A. ROGERS
Dallas, Tex.

3d VICE-PRESIDENT
HARRY HOILE
Birmingham, Ala.

TREASURER
ED. O'MALLEY
Kankakee, Ill.

International Association of Display Men

CHM. PROGRAM COMMITTEE
GEO. H. LAMBERTON :: Chicago

CHM. EXECUTIVE COMMITTEE
B. J. MILLWARD
St. Paul, Minn.

CHM. MEMBERSHIP COMMITTEE
J. E. HANCOCK
Charleston, W. Va.

CHM. PUBLICITY COMMITTEE
D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE
A. E. HURST
New York

An Invitation to Climb Aboard

HAVEN'T YOU thought many times that you'd like to become a member of the I. A. D. M., and just wished that someone would come along and invite you to join?

Well, here is the invitation—and the cost not great. We have waived the $3 membership fee for a short time. You save that amount by joining now. For $2 you can come right into the fold and get 365 days of satisfaction—the satisfaction of knowing that you are doing your part to put your chosen profession on the proper plane.

To make it easy for you we have eliminated all ceremony. If you have been a display man three years just pin a $2 bill to this invitation with your name and place of employment and send it to P. W. Hunsicker, 123 Dwight avenue, Grand Rapids, Mich. He will see that you get a membership card and you will start the New Year right, a display man among display men.

A. J. EDGELL,
President, I. A. D. M.

Let's Get Busy

FOR SEVERAL months we have been counting on "starting something" when the rush of the holidays has passed.

Now let's get busy. We want hundreds of new members. To make it easier for us to get them, the executive committee gives us permission to waive the $3 membership fee for a short time. Instead of costing a new member $5 (for $3 membership fee and $2 dues) he only has to pay $2 a year dues.

In your city you must know of several who have been display men three years or more. Go see them—get their money and send it to Secretary Hunsicker. You'll be doing good for the association and good for the display man you interest. He needs us and we need him—and when you go after him you have every reason to be proud of your mission.

We are doing constructive work to put display work on its proper plane and making display men more important factors.

The number you send in will show what kind of *booster* you are.

Never mind the regular application blank—send the name, place of employment and $2 to P. W. Hunsicker, 123 Dwight avenue, Grand Rapids, Mich. He will do the rest.

A. J. EDGELL,
President.

New Year Greetings

TO THE MEMBERS of the International Association of Display Men: I wish each one of you a happy and prosperous New Year for 1916.

The outlook for the future is exceedingly bright. Prosperity is staring us right in the face. It only remains for us to make the best of our opportunities. Business activity has been taking a steady upward trend for some time. Holiday business is reported exceedingly good, and the forerunner for the spring season is equally bright.

The outlook for the association was never brighter. I have received some very encouraging letters, and many have encouraged the *"Every member get a member"* canvass that we are now running. Several applications have already been received, and many others are on the way. Have you got a new member yet? Remember there are a good many men just waiting for an invitation from you. I have repeatedly extended invitations through these columns, but that does not always appeal to some of the display men. They want that personal invitation from you; so give it to them. Extend every display man whom you know to be worthy an earnest invitation to join us. Help boost the association that is boosting our art. We are particularly interested in all kinds of advertising. But our branch of this great art is the direct advertising. The advertising that makes or breaks all other forms of publicity. It is the most effective in producing business. And business is what every merchant wants. That is what he lives for.

We need more members to make the association



An Artistic Display Stand

It has a handsome top or cross piece made of hard wood in a Circassian finish. The standard is substantially made of metal and well mounted. Write for prices and particulars.

Palmenberg

New York

Have your name entered on our lists for the catalogues we are about to distribute among interested and interesting display men everywhere.

J. R. Palmenberg's Sons

ESTABLISHED 1852

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Factory: 89 and 91 West 3rd Street, New York

30 Kingston Street, 110 Bedford Street } Boston

10 and 12 Hopkins Place
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All There Is to Know About Window Dressing

IS CONTAINED IN THE NEW THIRD EDITION OF

"The Art of Decorating Show Windows and Interiors"

Completely revised and brought strictly up-to-date.

This book contains 410 pages (7¾x10¾) of solid information on every subject pertaining to window dressing and store decoration. There are 618 illustrations, including special backgrounds, mechanical displays for all occasions, special feature displays for every season and hundreds of other subjects. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

If you want to know how to design backgrounds—how to display every class of merchandise—how to drape—how to make fixtures—how to make plaster casts—how to paint scenic backgrounds—how to clean wax figures—how to do anything at all in connection with store decoration—**you will find it in this book.**

Bound in cloth and handsomely lettered in gold leaf. This work is of great value to Experienced Decorators, and certainly **Indispensable to Beginners** in the Art.

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SPECIAL COMBINATION OFFER For $5.00 (Foreign countries, $6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to **Merchants Record and Show Window.** No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer **AT ONCE.**

THE MERCHANTS RECORD CO.

431 S. Dearborn Street, Chicago

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more effective. In numbers there is strength. We want the numbers. We want 2,000 by August 1st. Now, how many new members will you get for the association? Some of the boys say there are no others in the city in which they live that can be considered eligible. Well then, I say to that member—ask someone in the next city. Get a new member. If you fail and the other fellow fails, too, you see there will not be the increase we need.

We have received several new members of late, but our members are slow in getting off on the start. We still have this month left to make good. Do it now. The president's committee of one hundred will get busy now and we hope to see several applications coming in on each mail.

On a visit to Chicago in December I find the committee have things well under way for the next convention. They are planning for some new attractions, and I am sure they will succeed. They are not the men to be bluffed.

Regarding the prize list, I wish to say this is already completed, and is now up to the executive committee for approval. Several new classes were added. But for the greater part the classes as arranged last year will stand.

You can get busy on your entries. Be sure to photograph your best displays. No matter what line you are in, or what article you display, photograph it. We will have a class where it can be entered.

Now in regard to the photographing of displays, it is not such an expensive proposition as some seem to complain of. Of course if you hire a photographer each time and have to pay from $3 to $5 each time you have a display photographed, it really does make it quite expensive for the majority of the men. But if you will photograph your display with a small camera, say a 4x5 plate, using Standard or Seed's nonhalation ortho plates, which you can buy for less than a dollar a dozen, you will be able to get very good results at a very small cost. If you get a good photograph have it enlarged. Many of the winning photographs in the past few years were secured in this same way. If you don't believe it, ask T. G. Duey. He takes all his own photographs as above described, and for the past five years there has not been a contest that Duey was not in the winning. He is not the only fellow to follow this method. Enlargements only cost 50 cents, and if you have a number done at one time you can get a price of 30 cents to 35 cents each. The beauty of this proposition is that if the photograph is not a good one there is no need for the enlargement.

We are adding classes for Women's Neckwear, Furs, Handkerchiefs, Groceries and Confectionery, Rugs, Carpets and Draperies, Luggage and Leather Goods, making six distinct new classes, and dropping one class. In addition to this we will enlarge other classes to cover more subjects. And when we get the new list completed you will find it the most comprehensive prize list we have ever offered.

It is interesting to look back to a few years ago when we only offered about five classes. But as we advance we learn and progress. And we have learned to look upon the value of these contests for the value in new ideas they bring out. Then why not increase them? We shall also try and make arrangements for exhibiting these photographs at the convention.

To the members it seems strange that this has not been more freely done. But first we could not exhibit them until after the judging was completed, and then we could not leave these too free, for the reason that the photographs would disappear afterwards. The winners would be snatched up for publication and others who had not won a prize would pull their photographs out. So it has been necessary at all times to keep close tab on them. And I wish to say right now that many times the losing photographs were equal to the ones winning the prizes. The judges have been stumped many times as how to decide on the photographs. Only one can get the prize, and often the ones that have to be laid back are in every way equal to the winner and the decision has to be decided by the flip of a coin, or in some such manner, and does not really mean that there is not sufficient merit in it.

Then, too, there are sometimes technicalities about the photographs that decide the decision, and does not impair the educational value of it. So, whenever you submit a photograph, you do not need to feel badly because you are not always the winner. Have you ever been called upon to judge? If so, you know exactly what I mean. And if you have not, I dare say you would not go through a bunch of photographs and agree exactly with one person out of a hundred as to the proper place for each one.

So once more I want to urge you to get photographs of your displays while they are in, for after they are taken out it is too late. I will have more to say in our next issue in regard to the classes and the classifications.

Just a word about the drawing for the emblem design. Owing to the holiday rush it was deemed advisable to hold the contest open for at least 30 days, making the closing dates on January 31st instead of January 1st, as first announced.

There are a number of good designs in now, but there should be many more. Get busy, boys, and submit an idea, if only a pencil sketch. Make it five inches in size; the reason for this is that it will be more easy to compare the designs if they are uniform in size. It will only take a few minutes to put your idea on paper, and I would like to receive a drawing from every member of the association.

I would like to send at least 1,000 drawings to the executive committee. Give them something to do—let them know the members of this association are live ones. Come along now with your idea. No matter where you are, or what branch association you are a member of, you are a member of the association just the same. And I think you should be interested enough to at least help us find a suitable emblem for the association.

Wishing every one of you a happy and prosperous New Year, and that this may be a happier year for you than any previous one is my earnest wish to every member of the International Association of Display Men.

P. W. HUNSICKER,
Secretary.

A Good Suggestion

Undoubtedly many of the members of the International Association of Display Men and some few display men who are not affiliated with our association read an article published by *yours truly* in one of the trade journals a few months previous to the New York convention. In this article I related how a member had started a savings account from which he might defray the expenses involved in attending the convention. He deposited what money he made "on the side" in this account and aside from this placed a little



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Display Managers and Decorators

A book full of new ideas, strong suggestions, helpful illustrations and instructive details written by experts for the benefit of the craft. Tells how to get the best effect with

CAREY **Ceil-Board** SUPERSEDES PLASTER For **Booths** and **Backgrounds**

Carey Ceil Board is especially adapted for Spring fashion shows, display booths, handsome window settings, and "bungalow cottages" for showing modern furniture and decorations. Easy to work, inexpensive, practical. Made in five finishes including Circassian Walnut, Golden Oak and Mission Oak.

For booklet drop a postal today to

THE PHILIP CAREY COMPANY
General Offices
1030 Wayne Avenue, Lockland
CINCINNATI, OHIO

Fifty Branch Offices and Warehouses



Bradley Card Cutters

Be Sure Your New Year's Equipment Includes a

Bradley Card Cutter

A real aid to greater profit in every department of your store. Saves money by saving time, patience and material; and cuts your cards for every purpose as you want them cut. Don't struggle with the shears another year—

"Push Down the Blade and the Cut is Made"

on a Bradley Cutter. No ragged, uneven edges, no trying again to get it straight; cuts cards of all sizes and thickness, also cloth, celluloid, leather, etc.

Bradley Cutters are made in many sizes. A perfect Cutter for all around store work may be bought for **$7.25** to **$18.00**.

Write to-day for Circular with complete list of sizes and prices.

Sold by Office Appliance Stores and Printer Supply Houses Everywhere

Milton Bradley Company
Springfield, Mass.



Compo Board Spring Displays

When you think of spring and Easter Displays, think of Compo-Board, the two thinks go together in the minds of thousands of Display Men. You can use Compo-Board, too.



This Store Uses Compo-Board Every Season

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about **Compo-board.** Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDALE AVE., NORTH MINNEAPOLIS, MINNESOTA

change in his savings bank each week. When convention time drew near he found that he not only had enough to his credit on this account to pay the actual expense of railroad fare and hotel bills, but had a neat little sum left for incidental expenses.

If you boys who are afraid that the expense involved in attending the convention in Chicago next August is too great, will start a little savings account for the purpose of defraying your expenses you will find that being *among those present* is a snap.

Now, at the beginning of the new year is an excellent time to begin making your plans to attend this convention, which will undoubtedly be the largest and most instructive in our history. The program committee, who are already very busy in making their preparations, promise some rare treats in the way of demonstrations, etc.

As one of the entertainment committee, I can say that we have not been sleeping and that we have *something up our sleeve* in the way of pleasing entertainment features upon which we are sure you will place the seal of approval.

Those of you who are fortunate enough to be blessed with a better half may bank on your wife receiving as much (if not more) attention than yourselves at this convention. Preparations have already been started to make the ladies in attendance enjoy every moment. While you are attending the regular sessions of the convention there will be parties and side trips for your wife. She will be well taken care of and we are striving to make our plans so that she need have no dull moments.



Plate No. 9275. A Holiday Window by P. A. Sapp for the Sapp Clothing Co., Eufaula, Ala.

This is a poor reproduction of a window that attracted a great deal of attention. It represented a full grown circus with all of the customary features.

Details and particulars concerning the entertainment to be furnished at this year's convention cannot be given at this early date. You may depend, however, on some *big doings* when the time arrives. Through the columns of our official organ you will get the dope from month to month and be able to keep in touch with the work of your committee.

FRED S. PRATT,
Chairman Entertainment Committee.



Plate No. 9274. A Valentine Display by Stanley Sharrette for the J. K. Gill Co., Portland, Ore.

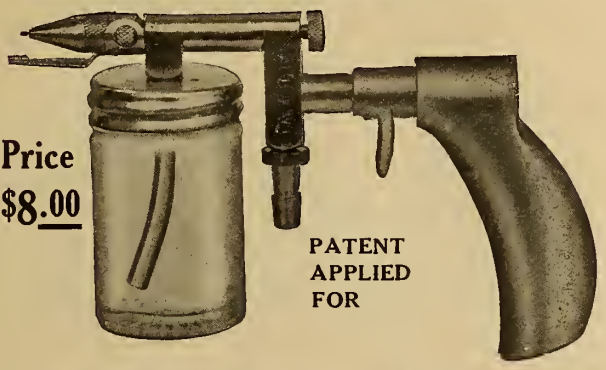
St. Valentine's Day will soon be here and this picture shows a clever little scheme for a window attraction. At the left was built a small house in imitation of brick and in the door stood a doll dressed in crepe paper. A miniature postman with a bag full of valentines stood near the door. At the extreme left was a rural delivery mail box, which had been filled with valentines. Above the house was a cob-web made of cords. The merchandise was all shown at the left of the window and comprised of a considerable selection of valentines.

Durable!
Compact!
Convenient!

THERE are many points to consider when PURCHASING an AIR BRUSH. **THE PRACTICAL AIR BRUSH is well worth** investigation by anyone who appreciates NEW FEATURES in an AIR BRUSH.

Practical Air Brush No. 2

PISTOL GRIP and TRIGGER AIR RELEASE



Price $8.00

PATENT APPLIED FOR

No. "1" Model Pencil Grip, $7.00

Address Dept. M. **Send for Circulars.**

Manufactured by

Economy Manufacturing Company
4755 London Avenue, Chicago

The Strongest Allies

for the card writer are

"Perfect Stroke"

Brushes and Supplies

Make a treaty with them now. Accept their aid and their help. You'll find yourself stronger than ever, for they are the best ammunition that can be obtained.

Write to Dept. E-1 for our illustrated circular showing our big

January Specials

Bert L. Daily

New Advertisers Bldg., Dayton, O.

We wish you prosperity and lots of good luck during the New Year

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

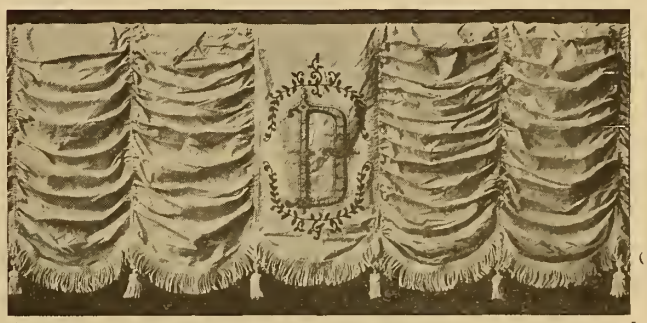
By M. P. Staulcup

Practical and Economical Decorations

Price Only $1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. **CHICAGO**



Show Window Shades
Lambrequins and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us — will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your window trims that final completeness so necessary. Order now.

GET THE GENUINE

The Art Window Shade Company

2411 North Halsted St. **Est. 1893** **CHICAGO, ILL.**

Write today for catalogue showing great variety of styles, designs, and prices.

CRESCENT BRAND

SHOW CARD BOARD

WE manufacture a full line of artistic Boards for Window Cards. Wide selection of attractive colors. Special cards made to order, cut all shapes and sizes. Edges beveled. Embossed borders and monograms. Send inquiries to us for low prices.

Send for
New Sample Book 19A

Chicago Mat Board Co.

Manufacturers

664-666 Washington Boulevard
CHICAGO, ILLINOIS

An Interesting Book

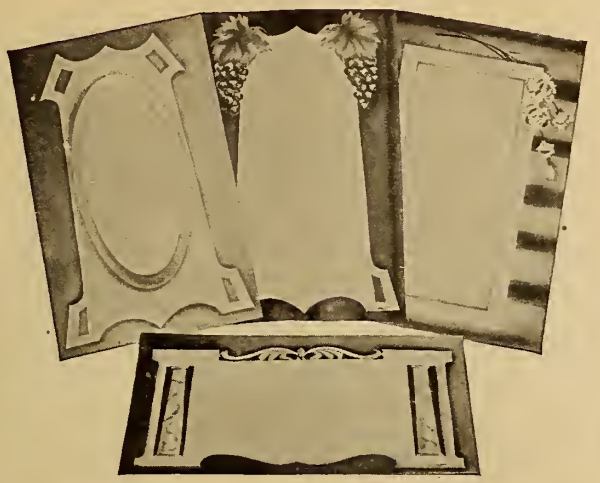
A BOOK of remarkable interest has just been issued by the Rice Leaders of the World Association, of which Elwood E. Rice is president. The book is intended only for a limited circulation among those who entered the window display contest conducted last year by this association. It is beautifully printed and contains handsome reproductions of one hundred of the best window displays entered in this notable contest.

IT IS IMPORTANT that all salespeople should read carefully the daily newspaper advertisements of their store, especially if the store is a big one. For instance a sale of waists is advertised in the morning papers as a great event, yet when a customer in the millinery section asks something concerning this important sale, the saleswoman generally knows nothing about it. This naturally gives the customer the impression that the waist sale is not so important after all or the store people would know all about it. One way to get the selling force to read advertisements is to offer a prize for the first person discovering a mistake in any published statement. Such mistakes are bound to occur occasionally and if a fairly good prize is offered salespeople will look for them carefully. A number of stores have adopted this plan.



Plate No. 9276. A display of Tools by The Western Hardware & Auto Supply Co., Portland, Ore.

This display was awarded a prize of $250 in the contest conducted some time since by the Rice Leaders of the World Asociation. The purpose of this display man was to exhibit as great a variety as possible of the goods manufactured by this concern. There are a number of details in this display which are not easily made out in the picture. For example, the central group is an arrangement illustrating the phrase "On Land, On Sea, or In the Air, Starrett Tools used Everywhere." This phrase is visualized by an automobile, a boat and a biplane.



Paasche's Famous 3 in 1 Air Brushes

THE BEST OF THEM ALL for Show Cards, Signs, Window Backgrounds and General Publicity Work!

←——— These Cards Were the Prize Winners by R. J. Rogers

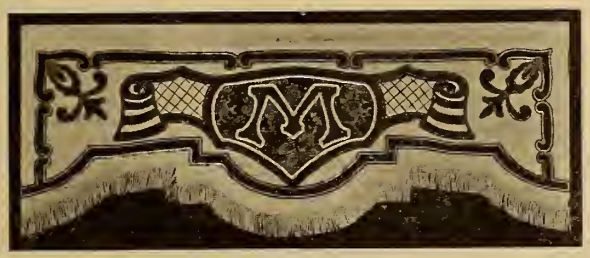
There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

1st prize winner at the last great I. A. D. M. convention, Mr. R. J. Rogers, Middletown, N. Y., uses Paasche Air Brushes.
1st and 2nd prize winners 1914 convention used Paasche Air Brushes.
1st prize winner 1913 used a Paasche Air Brush.
There is a reason. Our perfect brushes produce perfect results.

Use Paasche Air Brushes and be a prize winner.

PAASCHE AIR BRUSH CO., Manufacturers
5 South Clinton St. - - - CHICAGO, ILL.

Send for latest circular of complete outfits



Use "Artisto" Valances

and add "CLASS" to your Store Front

They cost no more than the ordinary kind and you are insured against fading and destruction when cleaning.

Send for our Catalogue and prices or send us a layout of your windows and let us show you our idea of an attractive decoration.

Stock Valances by the Yard at Very Low Prices. :: Headquarters for Puff Shades.

The Window Decorative Works
Dept. K — 1258 W. 4th St., CLEVELAND, OHIO.

BRUSHES and SUPPLIES for SIGN and SHOW CARD WRITERS



BETTER brushes and supplies—better work—more salary—more business for the store. **Blue Handle Brand Brushes** are the result of years of careful study and a research of the world's markets by men who know **good brushes.** Sign and card writing has been our life work—and that well rounded experience is yours — it is evident in everything we sell.

Send $1.00 for Special Offer Brushes

Tell us what kind of work you are doing. We will send you a special set of brushes—for you're particular — and every brush guaranteed to give perfect service. Do it now—and get in line with the men who know—Catalog free.

The Detroit School of Lettering
Supply Dept. 1801 DETROIT, MICHIGAN

Your Choice of These Five Great Books Free

"One Hundred Good Holiday Displays"
"One Hundred Good Alphabets for Show Cards"
"One Hundred Good Displays of Women's Ready to Wear"
"One Hundred Good Men's Wear Displays" Second Edition
"Outdoor Decorations"

These books are for the exclusive use of subscribers to—

MERCHANTS RECORD and SHOW WINDOW
Price $2.00 a Year

How to get one of the books free—

The Merchants Record Co., Publishers
431 So. Dearborn Street Chicago, Ill.

Books must be ordered when cash subscription or renewal is sent in.

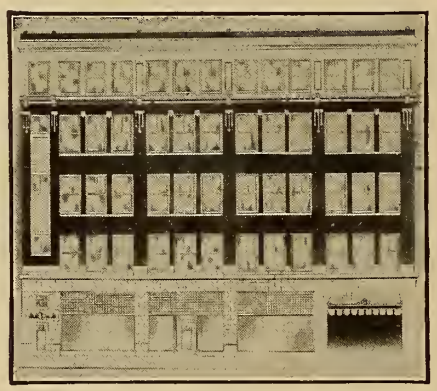
Each two dollar subscription entitles you to any one book. Your choice of any two books on receipt of four dollars for your own subscription and one other. Send us your renewal and $2.00 stating which book you wish us to send postpaid and absolutely free.

For Our Advertisers

Bert L. Daily Moves

Five years ago, Bert L. Daily was a card writer in the employ of a large department store in Dayton. Today—and since January 1st—he is located in the magnificent new Advertisers' Bldg., Dayton, with 3,000 square feet of floor space and competent assistants in every branch of his large business on "Perfect Stroke" brushes and supplies and on air-brushed backgrounds for window trims, car cards and price tickets. In his new home, Mr. Daily will not only have more than twice as much room as before, but will be enabled to turn out more and better work. He is constantly increasing his force in every way.

Five years ago, Mr. Daily was the chief card writer for the Elder & Johnston Co., a large department store.



BERT L. DAILY'S NEW HEADQUARTERS

But being of an ambitious nature and having much confidence in his ability, he opened a little shop in his home. Though he had only a small room, his business soon became so prosperous that he gave up his position at the department store and took an office in the Rauh Bldg. Here he had only one young lady assistant.

Soon, however, business became so brisk that he was again forced to enlarge and so Mr. Daily took an additional three rooms, added to his corps of artists and to every department. And now, 1916 sees another marked improvement. Bert L. Daily has had to locate in larger, more ample, quarters.

He admits that though it took strenuous efforts to gain the position he now holds in his field and required perseverance, grit and "elbow grease" to attain success, he, nevertheless, gives a great deal of credit to the power of advertising and the liberal use of printer's ink.

From being the chief card-writer in a department store, Mr. Daily is now doing an excellent business in practically every State of the Union, besides shipping to several foreign countries.

1916 Prospects Bright

Mr. E. C. Newman, manager of the New York plant of the Newman Mfg. Co., who also have plants located at 108 W. Lake St., Chicago, Ill., and 717 Sycamore St., Cincinnati, Ohio, manufacturers of brass lobby display frames, railings and other display devices, left New York for a visit to their Chicago plant, and after a short stay in Chicago will leave for Cincinnati to visit the Cincinnati plant, as well as to renew some old acquaintances, as he is a native of the Queen City.

Mr. Newman, who is a comparatively young man, being only in the twenties, has built up quite a lucrative business for the firm in the East. He has well deserved his vacation, and after spending the Holidays with his parents, he will leave shortly after the first of the year for New York, where he will again be glad to greet his old acquaintances.

Before leaving, Mr. Newman advised that all of their plants were running full force, and that the prospects for 1916 were very bright.

Injunction Granted

Judge Tuttle of Detroit just handed down an injunction sustaining the restraining order which he gave ten days ago against the Detroit Show Case Company, who have been manufacturing a metal Store Front Construction which they have put upon the market under the name of the "All-Metal" Construction.

This decision should not be confused with one recently rendered by the same Court in favor of the Kawneer Manufacturing Company, against the Toledo Plate & Window Glass Company who were selling the Zouri Construction, and which the Zouri Drawn Metals Company of Chicago were defending.

This makes the eleventh decision which the Kawneer Manufacturing Company has secured in the various Federal Courts throughout the Country sustaining their patents on Metal Store Fronts.

A Model Store

A particularly interesting booklet has recently been issued by the Welch-Wilmarth store outfitters, of Grand Rapids, Mich. It illustrates and describes many of the interesting features of the new Herpolsheimer store in Grand Rapids. This store is in many respects a model of up-to-date equipment. It is outfitted with the most modern fixtures for the conservation of space and convenience to customers and sales people. There is probably no store in America that is more up to the minute in its appointments, and the many handsome illustrations will prove of considerable value to any merchant who has in mind the remodeling of his own store. This interesting booklet has been prepared for general distribution and will be sent prepaid to any merchant who asks for it.

Flower House Moves

The Chicago Artificial Flower Co., of Chicago, has moved its headquarters to 24 South Fifth Avenue where a handsome new show room has been opened. The new location is a decidedly good one as it is within the loop and very convenient to reach from all down-town points. This company has been growing rapdily during the past few years and now has a large and varied line of flowers and other decorative materials for the display man. Merchants and display men, when in Chicago, are tendered a hearty invitation to visit the new display room.

Hugh Lyons Co. Moves

Because their growing business has made more commodious quarters necessary, Hugh Lyons Co. have moved their Chicago sales room from 311 Jackson Boulevard to 234 South Franklin street, at the corner of Jackson Boulevard. In the new quarters will be found a remarkably comprehensive line of display devices of all kinds.

AT A RECENT MEETING of the Associated Retailers of Nashville, Tenn., a resolution was adopted whereby in the future no member of the organization is to give medals, cups or any other prizes to schools or other organizations, in the name of the firm or as an individual. It was provided that any member who violates this agreement shall be expelled.

A Book for Display Men

The Chicago Display Managers' School has recently issued a Reference Book that is filled with a miscellaneous lot of information likely to prove of interest to all who are associated in any way with show window display. In addition to much information as to this school, this booklet has a directory of manufacturers and dealers handling all sorts of materials and supplies for the display man. This interesting book will be sent to any address upon request.

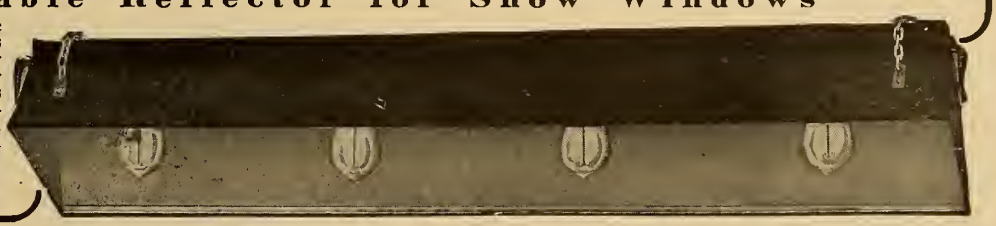
FIRST PRIZE—CUP
Signs of the Times First Annual
Show Card Contest
won by LAUD HAMILTON, who used
Speedball Lettering Pens
on many of the cards entered in this competition—
This is the only pen that has a perfect ink feed with double reservoir retainer for black-white or opaque colors.
New Model-"Style B" round point will be out next month.
Gordon & George patent 300-Boston Block. Seattle, Wash
50¢ set of 5-Sizes 50¢

PAPERS
for Windows and Interiors
Stripes, Squares, Marble, etc.
Velour Paper, Something New
Exact Imitation
Suitable for Spring Decorations
Send for Samples TODAY
Doty & Scrimgeour Sales Co.
74 Duane Street New York City

NOW IS THE TIME TO PLAN YOUR
Spring Displays Let us assist you by submitting sketches for your **Scenic Decorations**
Make your Spring Opening a real show by using living models and a **BER-ZER SCENIC BACKGROUND** No job too large or too small for us to execute in the most satisfactory manner.
WRITE FOR ESTIMATES TODAY
BER-ZER STUDIO *Brushes and Supplies for all letterers. Catalogue free.* **DAYTON, OHIO**

WANTED
More subscriptions and advertising for
THE ADVERTISING WORLD
This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price $1.00 a year. Stamp for sample.
THE ADVERTISING WORLD, Columbus, Ohio

ONYX PAPER
A new, original and effective paper for artistic window decoration.
Use it in Your Show Windows
A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.
In stock in convenient size in many beautiful colors and patterns. Write for samples.
Now being used with splendid results by leading window trimmers throughout the country.
AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

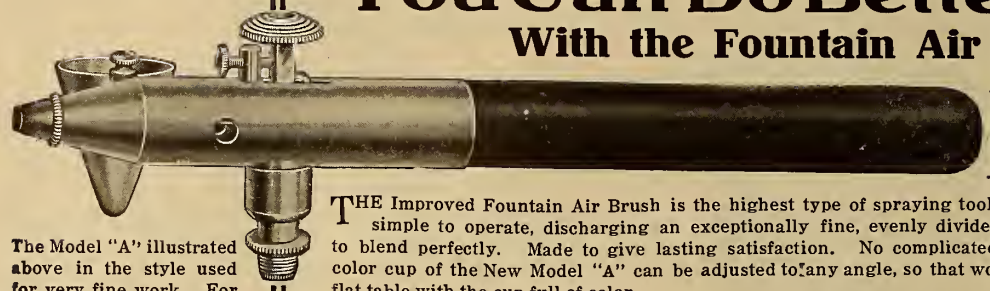
Adjustable Reflector for Show Windows
Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.
American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago


STORE MANAGEMENT—COMPLETE
16 Full-Page Illustrations


272 Pages Bound in Cloth
ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID
"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.
THIRTEEN CHAPTERS
Here is a sample:
CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.
ABSOLUTELY NEW JUST PUBLISHED
Send us $1 00. Keep the book ten days and if it isn't worth the price return it and get your money back.
MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

"Window Card Writers' Charts"
A series of elementary lessons for the **beginner** in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze,** together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **$1.50.**
THE MERCHANTS RECORD CO.
315 Dearborn Street, · · CHICAGO

You Can Do Better Work
With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

A Favorite in Winter Time

For All Card Writers' or Sign Makers' Brushes



Use as a Pure White or as a Base for All Your Tint Colorings

"Regular" SNOW WHITE

It seems the cold will not freeze nor effect my product. I have never had a bottle break from the frost. Letters of praise received nearly every day from new customers.

At Dealers Generally

or

Pint size, 16 fluid ounces of average 2 and ¼ pounds actual weight of material for **$1.00**

J. W. JOHNSTON

P. O. Box 578 ROCHESTER, N. Y.

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

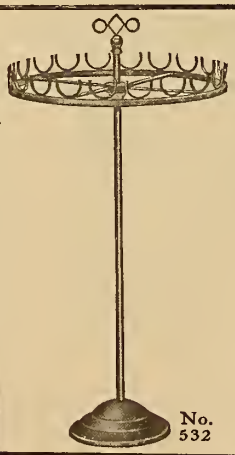
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1916 Folder showing full line at a glance,

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.



No. 532

HERE IS A GOOD TIE STAND
FOR THE COUNTER

You need fixtures in the store as well as in the windows.
This one will sell the ties—because it shows them.
Try one and note the results.

THE BARLOW COMPANY

NEW YORK 724 Broadway

79-B Race St. HOLYOKE, MASS.

BOSTON 78-A Essex St.

Wants, For Sale, Etc.

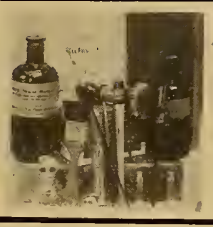
All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—An experienced window trimmer, cardwriter and salesman, also good stockkeeper. Age 27; 13 years' experience; married. A 1 references. Address Box 261, care Merchants Record and Show Window.

POSITION WANTED—Window trimmer and card writer desires position. Thoroughly competent in handling all lines of merchandise. Scenic painter, artistic opening windows and stock selling windows a specialty. Best of references as to character and ability. Address Box 262, care Merchants Record and Show Window.

POSITION WANTED—Window trimmer, cardwriter and advertising man; am employed at present, but would like to make a change; department store experience; paint own scenery for background work; age 31 and married. Best of reference. Address Box 260, care Merchants Record and Show Window.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



With This Outlit = You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Outfit without formula - - $3.00
Outfit including formula - - 5.00

Harrisburg Wax Figure Renovating Co.
Catalog free 335 Crescent Street, Harrisburg, Pa.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

Work Done on the Premises Renovating and Repairing

SAM. E. GUMBINNER, WAX FIGURE ARTIST
Oil Colorings—Lasting
I Visit All Sections of the United States Semi-Annually
Write Me
Endorsed by the
Display Managers and Window Trimmers Associations
250 W. 88th Street NEW YORK CITY

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KOESTER SCHOOL BOOK OF

DRAPING



By
GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
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Directoire
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Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping
Panier Drapes
Flanelette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

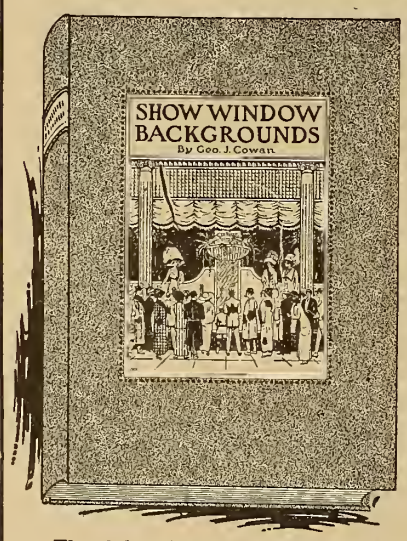
This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of $3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

2 New Year's Windows.
8 White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
2 Washington's Birthday Windows.
2 St. Patrick's Day Windows.
8 Spring Opening Windows.
12 Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows
7 Summer Windows.
2 Horse Show Windows.
16 Fall Opening Windows.
2 Carnival Windows.
3 Hallowe'en Windows.
5 Thanksgiving Windows.
14 Christmas Windows.
16 Period Decorations.
10 Sale Windows.
2 Bas Relief Backgrounds.
2 Stencil Backgrounds.

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover, (imitation leather), $1.25. Heavy board cover, bound in silk cloth, $1.75. Sent postpaid to any address upon receipt of price.

MERCHANTS RECORD CO.

Book Dept. **431 S. Dearborn St., Chicago**



Our complete catalogue for Easter and Spring will be ready from press January 1916. Have your name booked.

Frank Netschert Company, Inc.

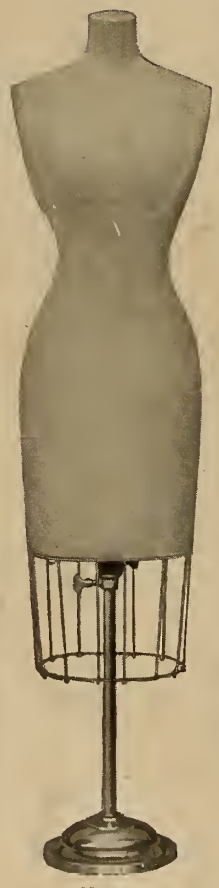
61 Barclay Street NEW YORK CITY

Manufacturers and Importers of natural prepared and artificial flowers and plants



Special Valances for Your Windows

may be had at reasonable prices. Ask today for your copy of our Folder of Valance Designs illustrating in *actual colors* a large and beautiful line of window draperies.



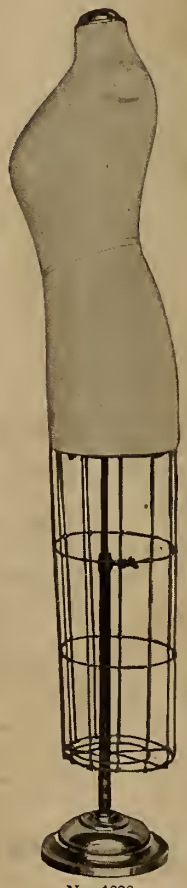
No. 2176



No. 1903



No. 1935



No. 1828

Everything in Store Equipment

No. 2176—A perfect dress form with flesh colored neck and bust.
No. 1903—Draping stand of square material with Eiffel base.
No. 1935—Jersey or sateen covered coat and vest form, a very late model.
No. 1828—A good "all around" form, white jersey covered.

OUR CATALOGS contain hundreds of up-to-the minute items of display equipment as well as many valuable suggestions for merchandise display. Ask for these books, they are free.

CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd.
CHICAGO

VOL. XXXVIII. FEBRUARY, 1916 No. 2



Be Fair With Your Windows



No. 411

Don't expect results from them unless you provide them with proper settings.

If you need fixtures, figures, valances, plush, in fact anything in the way of display appliances

Send for Our Catalog

It will interest and help you.



No. 8

The Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 Broadway

Boston
26 Kingston St.

Show Window Lighting That is Right

That's the "Pittsburgh" System—We have eliminated the chance and a great part of the expense



Typical view with 100-watt Reflector (No. 50) on 18-inch centers—all wires enclosed in steel tubing—3 feet of lead wires at end for connection.

Here is a lighting system which comes complete ready to put up—just screw in place and connect end wires. Comes in any length, any spacing—and at a big saving in cost, and best of all, the **Celebrated Pittsburgh Reflectors** are supplied with this system—unequaled for uniform light distribution and guaranteed for highest efficiency and durability. These reflectors can be used with either nitrogen or tungsten lamps by using our special holders. Your equipment is always up-to-date.

Write us for booklet

PITTSBURGH REFLECTOR & ILLUMINATING CO.

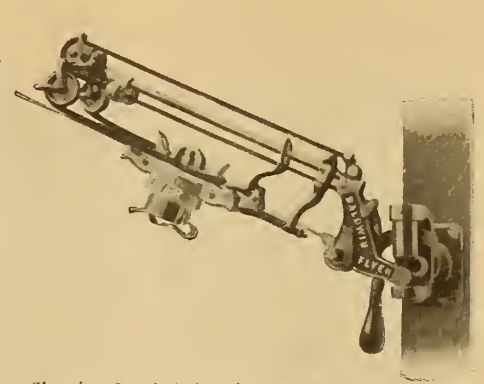
3117 Penn Street

PITTSBURGH, PA.

The Flyer Cash Carrier

1916 Model

For YOUR Store—Why Not?



Showing Bracket three inches wide and four inches high secured to Wall Showcase or Shelving

Get All the Cash to the Cashier — Don't spread your cash and charge slips into a lot of money drawers which are **not** responsible. They cannot audit the sales-slips or tell the clerk when a mistake is made. Always have the money counted and sales-slip checked over by two different heads before handing same to the customer. This system is the only real prevention against mistakes. Nothing is gained by having the cash, etc., right under the nose of your customer.

Hold the Cashier Responsible, as a "Watch Dog" of your Treasury. If same is big enough have your cashier bonded. Don't try to make all your sales-persons cashiers. You pay them to sell goods and that is the big thing which interests you most. An increase of sales with a decrease in the over-head expense of selling is the vital thing.

We Can Prove This Fact—A STORE, employing eight clerks, who walk to one place making their own change, can sell just as many goods by employing seven clerks and using a Carrier System of the proper number of stations.
You pay your clerks to sell goods, and it's to your advantage to have them hold the customer's attention to sell other goods while the Carrier is going and coming, and this is accomplished easier and quicker by the aid of Carriers, with less expense to you.

Safety and Accuracy are best obtained by having each sales-slip and money go through two persons' hands, and corrections made while customer is in the store.
Don't be "buncoed" into believing a machine will give absolute safety. Cash Drawers with keys and adding attachments will give sales totals for the day. If the keys are struck correctly. But these (Wonderful?) machines DO NOT PREVENT MISTAKES. They can't, any more than they can make an intelligent sale to your customer.

Baldwin Ball Bearing Cash and Package CARRIERS

are most successful, a product of twenty-five years' experience specializing on Wire Line Carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "Fool Proof." The advantages of BALDWIN Ball Bearing Carriers are many and readily appreciated by those who know. You value the testimony of those who use them—ask us to tell you the names of many busy stores using a BALDWIN FLYER.



No Oil Needed



No more goods damaged from dripping oil

Our Up-shoot and Over-shoot Carriers operate between floors, and reach the most difficult points in your establishment without expense for power. They are Easy, Noiseless and Speedy in operation.

Write us to-day—It will pay you

JAMES L. BALDWIN CARRIER CO.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office



One of Our New Seated Models

Our New Process

(Patent Applied For)

Absolutely Guaranteed Re-enforced Uncrackable, Washable Enameled Shirt Waist Forms, Suit Forms, and Drapery Forms, a sample of it shown in cut.

This process not only strengthens the enamel but also more than doubles the strength of the forms, also giving them a perfect egg shell finish.



Shirt Waist Form No. 1115

French Wax Figure Company

70 West Water St. Milwaukee, Wis.

CHICAGO DISPLAY ROOM, 306 JACKSON BOULEVARD

Prepare *for* Your Spring *and* Easter Opening



My complete line of up-to-date dainty Spring Art Flowers, shown in Catalogue No. 331. Write for it.

When in Chicago, do not fail to visit my daylight Show Room in the heart of the city.

Carl Netschert

ART FLOWERS

12 to 22 N. Michigan Avenue

4th Floor Ward Building

Chicago, Illinois



We Are Showing Table Top Clothing Rack Number 658



Here is a fixture that is a credit to any store. It gets the clothing right out where you want to show it. Number 658 is among other things, decidedly elastic, you can use one or a dozen according to your stock. It lasts a life-time and the price is mighty reasonable.

You will be sure to buy this fixture after you have received from us full information which is **free for the asking.**

Capacity, 90 to 100 Suits of Clothing

MISSION DESIGN



MANY FINISHES

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

Write for Catalogues and Prices



Hugh Lyons & Co.

802 East South Street Lansing, Mich.

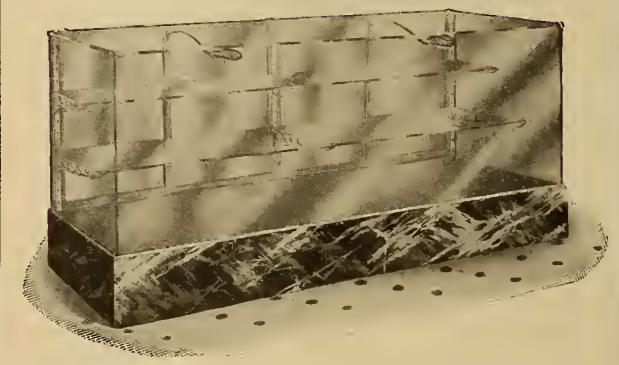
New York Salesroom
35 W. 32nd Street, near Broadway

Chicago Salesroom
234 S. Franklin St., corner Jackson Blvd.



Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?

Are You Thinking of Putting in New Show Cases?



If you are, we would like to talk with you about it, for this is a subject which we have studied carefully for many years.

We believe that the test of a show case is exactly the same as that of an advertisement—**it must sell the goods.**

Are you in the market, or likely to be? Then Catalog 22 will serve to introduce us. It's a book compiled out of our years of experience in making show cases that sell goods.

Quincy Show Case Works
Quincy, Illinois

Pittsburg, Pa., 949 Penn. Ave.
Jacksonville, Fla., 116-118 E. Forsyth St.
Wichita, Kan., 301 Beacon Bldg.
Oklahoma City, Okla., 208 N. Robinson Ave.
Dallas, Texas, 406-408 S. Lamar St.



Merchants' Display Men

We can give you as fine Wax Figures as you can buy and at lower prices. We are one of the very few firms in the United States that make nothing but Forms and Wax Figures. We are, therefore, in position to give you the very best product and lowest prices.

Our Wax Heads Are Models from Life

Each wax head is made over a papier-mache mask, supported by a solid wooden brace, two inches thick and is secured to the body by a device of our own, which does away with the unreliable and unsightly straps and buckles. The head is securely fastened to the body and at the same time eliminates all possibility of the wax portions twisting out of shape when subjected to intense heat.



210C
This is our new seated figure so desirable for showing gowns and suits Gives you a change from the monotony of standing figures. Jointed wooden arms to elbow, wax forearms. Price complete, $29.75.
210D. With full wax arms and bust, price, $40.00.

We guarantee our Wax Figures against all climatic conditions

Write for Our Interesting Catalogue

We Also Manufacture Collapsible and Non-Collapsible Adjustable Dress Forms

MODEL FORM COMPANY
554 West Jackson Boulevard, Chicago

HAVE YOU SEEN OR TRIED

For Your Best Pen Work or Artist Designs



Often Used for Finest Air Brush Work

"SPECIAL" SNOW WHITE?

Please keep this grade in mind for the STANDARD WHITE INK.

Kindly remember it is always good while a particle remains in the jar and that it will not rub off when dry.

At Dealers Generally
or
Sent prepaid on receipt of 25c in stamps

J. W. JOHNSTON
P. O. Box 578 ROCHESTER, N. Y.



Shirt Case Time
in
A-mer-i-ca

ILLINOIS Shirt Cases, one of the Illinois products that are to a large extent accountable for the popularity of the entire Illinois line of display cases.

It has many points of superiority that increase its efficiency and utility.

Like all Illinois Cases their finish and workmanship is unsurpassable.

Send for Our New Illustrated Catalogue

which describes in detail the specifications of these master cases. When you install your first Illinois Case you will appreciate why **"Their Superiority Is So Apparent."**

Illinois Show Case Works

1731-1739 North Ashland Ave., Chicago

This "Book of Mystery" Brings in Buyers



Talk to the public through this "Silent Salesman"—this "Book of Mystery" that carries your daily advertisements, announcements, special sales, etc. The Multiple Card Advertising Device—built in book form shape with 22 pages (8½ x 14 inches)—placed in your window will stop the crowds, bring in buyers. Each leaf turns automatically, slow enough to let all read each page. A small motor does it—concealed in a handsome oak cabinet. Pages changed at any time. Write us for further particulars.

Write for catalog of Mechanical Display Devices

THE NEWMAN MFG. CO.

717-719 Sycamore St. ∴ CINCINNATI, OHIO

Mechanical Displays, etc.



You Can Wage Successful War Against All Competition With a

Kawneer
STORE FRONT

A "STANDING" Army of over 50,000 KAWNEER Store Fronts is evidence of their invincibility—against which retail competition cannot prevail.

Over 50,000 practical dealers like yourself have decided that KAWNEER Store Fronts would multiply their sales and insure greater profits.

They realized that a modern, all metal Store Front was absolutely **necessary** for their development—and **they acted** upon that realization.

What have YOU done to cinch that **greater profit** which is the result of **increased patronage?**

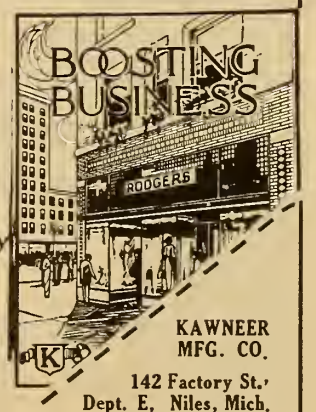
Let the footsteps that are pattering **past** your store warn you that it's time to wake up—time for **action**—time to investigate the Store Front proposition.

A KAWNEER Front enables you to display your merchandise adequately. To sell the goods, they must be properly displayed in your window. A good window display is your best form of advertising—it is a constant invitation to the public to enter your store.

Twenty Kawneer branches and three Kawneer factories are yours to command. Why not **today?**

GET THIS STORE FRONT BOOK

It contains all the Store Front information you need, with the experience of other merchants who have added to their selling ability through KAWNEER FRONTS. Mail the Coupon.



Kawneer
Manufacturing Company

Francis J. Plym, President

Dept. E, 142 Factory Street

NILES, MICH.

Factories:
Niles, Mich.
Berkeley, Cal.
Guelph, Ont.

We have a branch near you.

KAWNEER MFG. CO.
142 Factory St.
Dept. E, Niles, Mich.

Kindly send "Boosting Business No. 14" to me without obligation.

Name.....

Street and No.....

City or Town.....



No. 5215.
WISTARIA SPRAY.
With three beautiful different size clusters of flowers, in either lavender, pink, yellow or white color. The very latest design.
Each $ 1.00
Per dozen 10.00



No. 1625.
RAMBLER ROSE TREE.
54 inches high, trunk of papier mache with flat bottom, so it may be used without pot; may be had with pink, red, yellow or white roses.
Each $9.00



No. 6005.
CRIMSON RAMBLER ROSE SPRAY.
24 inches high, a fine article for an early spring decoration.
Dozen sprays $ 4.50
Gross sprays 45.00



No. 333. APPLE BLOSSOM VINE.
A fine article to go with the sprays, 12 leaves, 12 blossoms of muslin.
Dozen yards $ 1.35
Gross yards 13.50



No. 316. CLEMATIS VINE.
In pink, purple or white.
Per dozen $ 1.35
Per gross 13.50

Send for Our Catalogue

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. CHICAGO AVENUE CHICAGO



A New Suit Fixture

This rack is made with a top shelf to keep suits clean and also makes a splendid top to decorate with a suitable trim.

The tops are all full length of rack in 3 sizes—6, 8, 10 feet long and always 30 inches wide.

There is room to hang 2 rows of suits, as rack is equipped with 2 oxidized steel bars. Made in 3 styles and a dozen finishes.

We make several other styles.

THE OSCAR ONKEN CO.

3727 Fourth Ave.

Cincinnati - Ohio



Have You Seen Our No. 89 Catalog?



Are You Looking for Ideas for Your Spring Windows?

IDEAS count for more than anything else in show window decoration. With a good idea to start with, even an inexperienced display man can work out an attractive setting. But the trouble is that ideas do not always come when they are wanted. Even the cleverest of display men often find themselves at a loss for just the right idea around which to design their displays.

If you are in need of ideas for your spring windows, we have two new books that will prove a big help to you. Both of them are filled from cover to cover with original and attractive ideas for window decoration. Many of these ideas have been originated by our staff of artists; others have been contributed by leading display men. All of the ideas are good and there are so many of them that you may be certain that you will find in one of the two books just what you are looking for. There are more than 1,000 illustrations in the two books.

Read about these wonderful books on the opposite page and then send for them. They are free for the asking and you will find them well worth sending for. **Send for these free books NOW.**

The Schack Artificial Flower Co. **1739-41 Milwaukee Ave. CHICAGO**

Why Worry?

Schack's Spring Flower Book *and* Schack's Book of Suggestions *for the* Display Man will solve your problem

Schack's Spring Flower Book This is a wonderfully complete book, showing hundreds of clever ideas for window and store decoration for the coming spring season. A large number of the suggestions have never been published before. Many of them are in the modern style of art that is now so popular.

In addition to the many illustrations of new stands, units, backgrounds, panels, dividers, etc., there are shown a great number of entirely new flowers and decorative specialties that will be seen in show windows for the first time next spring.

Every display man should certainly send for this splendid book before planning his spring displays.

Schack's Book of Suggestions for the Display Man This is without question the most useful book for the display man ever published. It contains enough practical suggestions to supply the average display man with ideas enough to last a lifetime—and they are ideas that can be used in the windows of the largest or the smallest store.

Most of the hundreds of suggestions that are illustrated in this book are such as can be carried out by the average display man at small cost. The subjects range from simple little flower boxes up to elaborate set pieces and there is such a wonderful variety of designs that the most critical display man is sure to find something that will suit him.

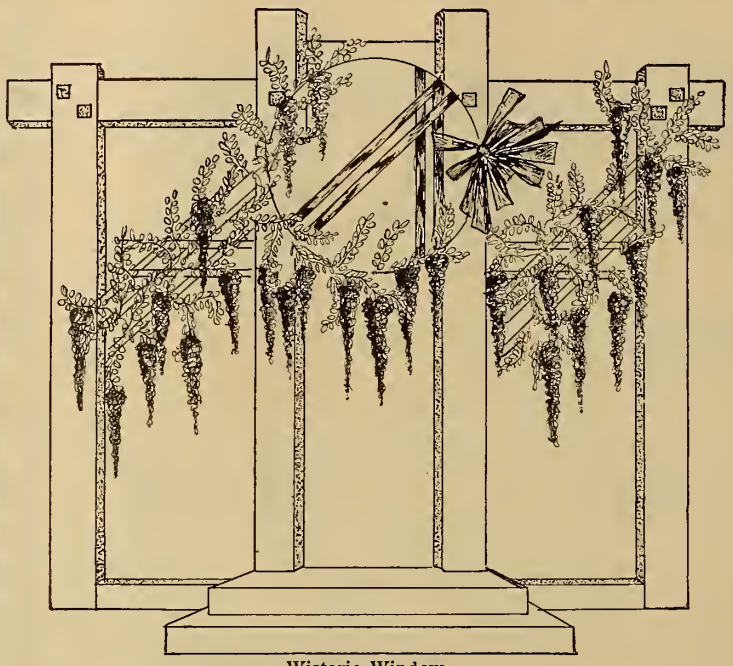
No other books ever published have contained so many good suggestions for the display man.

Our Prices Have Not Been Advanced

Although the prices of dyes have been raised from 500 to 1000 per cent, we have not advanced the low prices we always charge for our goods. We were far-sighted enough to secure a large supply of dyes in advance and we now have plenty of every color on hand. We can supply you with flowers of any color or tint to order without extra charge. Send sample of color wanted and we will match it perfectly.

The Schack Artificial Flower Co. 1739-41 Milwaukee Ave. CHICAGO

Spring Decorations at Special Prices



Wisteria Window

Apple Blossom Vines

1 yd. long 12 leaves and 12 blossoms.

Special at **$7.50** per gross

This vine is regularly priced at **$10.00** per gross yards. Makes a beautiful Spring decoration as only delicate colorings are used. Can be furnished in light or leaf green colored leaves, state preference.

No. 1069
Wisteria Vines

1 yd. long, 3 blossoms, 12 leaf sprays.

Special Price **$18.50** per gross
Special Price **$2.00** per dozen

This vine is attractively used in window decoration illustrated here.



No. 1069

Send for our catalogue. When in Chicago visit us in our new location and see our display

The Chicago Artificial Flower Co.

28 South Fifth Avenue Telephones Franklin 3880 and 3881 **CHICAGO, ILL.**

Window Display Fixtures

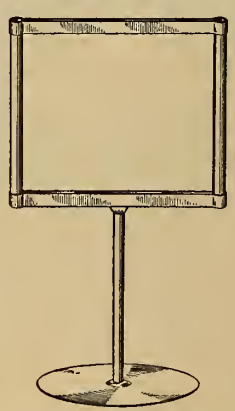
For All Lines of Merchandise

¶ The pioneers in the field of practical and attractive wood display fixtures, we invite you to let us outfit you as we have thousands of merchants throughout the country. ¶ With all modern facilities at our command we are prepared to give you efficient service at modest cost.

¶ Ask us to send you FREE our 62-page catalog of illustrations of modern trims which you can easily adapt to your own needs. ¶ Our offices, factory and display rooms are now consolidated.

Polay Fixture Service, Inc.

515-523 No. Halsted Street
Chicago, Illinois



ELECTRIC WELDED!!



No. 690—5½x7 Cards $3 25 per Doz.
No. 691—7x11 Cards $6.00 per Doz.
No. 692—11x14 Cards $8.00 per Doz.
Finished in Nickel, Gun Metal or Oxidized. Round or Square Bases

No. 682—$2.00 per Doz.

6, 8, 10 or 12 inch Standards Base, 4x4½—Arms, 7 inch wide

Finished in Gun Metal or Oxidized.

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West 20th St., New York City. We also show our lines of Wire Display Racks, Easels, Garment Drying Forms, Doll Stands and other Wire Specialties.

Write us for our Window Dresser's Supplement!

J. B. Timberlake & Sons

Manufacturers - - JACKSON, MICHIGAN

Fixtures That Look Well and Last Well

THERE are several good reasons why Great Western Fixtures are the best to buy and the best to use. In the first place they are remarkably attractive in appearance being designed not simply to show goods, but to add distinction to the window. Second—they are made as well as it is possible to make fixtures. They are made by an organization of skilled workmen using the best materials and working on the most modern machinery. Third—Great Western Fixtures cost no more than the flimsy kind.



Our line of forms of all kinds are designed to show garments perfectly.



Our metal fixtures are built to last a long lifetime. Take one apart and examine it.



Our waist forms are modeled on the lines of a perfect human figure. Very little padding is required to make garments fit.



We have a splendid line of valances, ranging from the most inexpensive to the most elaborate and you will find our prices are lowest comparing quality with quality. Send us the measurements of your windows and give us a rough idea of what you want and we will be glad to furnish sketches for your approval.

Wax Figures Our wax figures have long been celebrated for their fine quality and low price. We can supply them at practically any price you want to pay and guarantee you the best values at the price paid.

We are sole Western Selling Agents for the celebrated figures of Gustave Schmidt, of New York.

The Great Western Fixture Works

606 Medinah Bldg.
CHICAGO

Beaven's Tropical Greens for Early Spring



Near to Nature's Heart Packing Beaven's Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows.

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	$1 00
2	200 sq. feet	20 lbs.	2 00
3	300 sq. feet	25 lbs.	3 00
4	400 sq. feet	30 lbs.	3 50
5	500 sq. feet	40 lbs.	4 00
6	600 sq. feet	50 lbs.	4 50

My products are too well known to take up valuable space in a lengthy description. I submit for your consideration a few leading items in tropical greens that will give a touch of Spring to your displays during these cold days and keep the Early Spring Styles you are beginning to show now from being so lonesome.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for Show Window floors. It lends itself to many uses when in the bands of Window Decorators, Mighty effective and especially so when used in connection with Beaven's Southern Wild Smilax.

Beaven's Fadeless Green Moss is shipped in bags containing 100 sq. ft. Price $4.00, f. o. b. shipping point

		Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft.	10c	$1 00	$ 6 00
As beautiful as palms in decorations.	3 ft.	15c	1 50	9 00
	4 ft.	20c	2 00	11 00
CHAMAEROPS PALM LEAVES	25c per doz.		$2.50 per 100	
SABAL PALM LEAVES				

		Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft.	15c	$1 50	$11 00
Our native palm plants with their roots removed.	4 ft.	20c	2 25	15 00
	5 ft.	25c	3 00	20 00
SOUTHERN GREY MOSS	25 lbs. sack $3.00			

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates. 25 per cent less than regular merchandise rates

EDWARD A. BEAVEN

EVERGREEN - - ALABAMA

The WELCH-Wilmarth LINES OF GRAND RAPIDS



Welch-Wilmarth Interchangeable Units, Show Cases and Revolving Cabinets "In Action"

Welch-Wilmarth Equipment Appeals to Women

A great national magazine recently sent out a blank to presidents of women's clubs throughout the country, asking for information as to just why they buy from certain stores and what their preferences are as to store service. One of the questions was:

"Does a Store's Equipment Influence Your Custom?"

Eighty-two per cent replied that it did. And these women—from every section of the country—each one a prominent leader and thinker of her community—emphatically announce, in effect, that

Welch-Wilmarth Equipment Increases the Business of a Store

Of all stores—more especially of stores and departments catering to women—for Welch-Wilmarth Equipment is the last word in efficient, dependable store furniture. "Women like to go there" is characteristic of Welch-Wilmarth planned and equipped stores and departments.

May we not show you how YOUR store may be popularized? Our Designing Department is at your service.

The Welch-Wilmarth Lines of Grand Rapids

WELCH MANUFACTURING CO. — **WILMARTH SHOW CASE CO.**

7 Lyons Street — **Grand Rapids, Mich.** — **1524 Jefferson Avenue**

Welch-Wilmarth Showrooms: Chicago, 233 W. Jackson Blvd.; New York, 20 W. 30th St.; Boston, 21 Columbia St.; St. Louis, 1118 Washington Ave.; Minneapolis, 21-23 N. Third St.; Pittsburg, House Bldg.; Des Moines, Shops Bldg.; Helena, Mont., 106 Grand St.; Roanoke. Va., 212-214 Terry Bldg.

Welch-Wilmarth Revolving Cabinets, Show Cases and Interchangeable Units "In Action"



MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

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QUALIFICATIONS OF THE AD MAN

THE SUCCESSFUL WRITER OF ADVERTISEMENTS MUST BE POSSESSED OF WIDE AND VARIED INFORMATION IN ORDER TO GET THE BEST RESULTS FROM HIS EFFORTS—STUDY NECESSARY

Clarence E. Duff
With the Leader Store, Marietta, O.

EDITOR'S NOTE.—More and more display men are every year merging their duties with that of the advertising man, thereby gradually increasing their usefulness and, incidentally, their earning capacity. It is quite logical that the display man should handle the advertising in most stores, providing he is capable of doing so. Mr. Duff, the writer of the following article, is a clever display man and his work as an advertising man is equally good. For this reason, most display men who have considered taking up advertising will find a good deal of interest in what he has to say about the qualifications of the man who makes good in advertising.

TO MY KNOWLEDGE, there is not another calling, profession, vocation or position that calls for such extensive qualifications as that of the advertising man.

In fact, the advertising man is expected to and should know "a whole lot about everything." Everything that it is possible to know of his community, either an article or service—and even possess unusual knowledge of things pertaining to his work only in a limited degree.

We will take for granted that he possesses a goodly portion of the positive qualities that go to make up a man of pleasing personality, of good moral character and clean, untainted habits. He must possess courage, hope, faith and ambition. He must have will power. He must be able to do the right thing at the right time. He must be able to dig right down to the bottom of things. He should be able to work from cause to effect and from effect back to cause. He must have confidence, and lots of it. First, in himself; second, in his employer; and last, in his commodity.

These qualities, just mentioned, are more or less general and are to be found moulded into the life and habits of almost any successful man.

Now, let's get down to the more specific qualifications.

Supposing him to be the advertising manager of a manufacturer or corporation who manufactures or offers for consumption a commodity which is to be advertised nationally, his success will then depend largely upon his ability—to study the prospective market for his commodity—to judge the present demand for his article, or if a new article, the demand that it is possible to create with the right kind of advertising—and to learn the important details and interesting features of the manufacture of the article, that might appeal effectively to his prospective customer.

He should possess the power to see in his mind's eye his prospective customers, their location, their conditions, needs, tastes, prejudices and ability to buy his particular article, and to plan an advertising campaign that will create the necessary demand, yet at a cost that is economical.

He must know whether the best results can be obtained by advertising to influence the prospective purchaser to secure the article from his home merchant, or offer to supply the customer direct, if his local retailer can not or does not supply him with the advertised article in question.

Shall he use the newspapers, the magazines, letters, folders, catalogs, street cars or bill boards? Shall he use them alone or in conjunction with one of the other named mediums, and if so, which ones, all or part? Shall he endeavor to cover the entire field at once or select different territories and gradually enlarge until the entire field is covered? Would it be better to follow up the advertising with salesmen or follow up the salesmen with the advertising?

If the article is to be sold through the retailer, what co-operation can he give him in creating local demand? What can he do to help him and to get him interested in displaying the article in his display window?

Perhaps the nature of the article makes it impossible to advertise it to the general public. Then he must use unusual care in selecting the right mediums to carry his message into the special fields.

But, how about the retail advertising man? We must not forget him. He is largely responsible for the wonderful success of many of our greatest merchandising institutions and the financial support of our great American daily newspapers. His qualifications are similar to those of the national adver-

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tising man, yet, in the matter of detail, their duties are quite different.

The duties of the retail advertising man are varied, according to the size and class of the mercantile house for which he directs the advertising. His position may require an assistant advertising man, copy-writers, artists, display men, cardwriters, stenographers, office and messenger boys, etc. The advertising department of such stores as Mandel Bros., Marshall Field, Wanamaker's, have as high as fifty employes, while most of the smaller stores throughout the country have only two or three. In many cases, only one man, whose duties may be managing the advertising, writing copy, trimming windows, writing show cards, etc.

Still others wait on trade, open boxes and when they have nothing else to do and can find a scrap of wrapping paper, slip back into some dark corner and hastily scribble a few lines, expected to bring in hundreds of women the following day. If it fails, the advertising man's a failure and advertising doesn't pay.

Thus you see the retail advertising man's duties vary according to the nature of his position.

Even though his duties may be somewhat different regarding details, each should possess the ability to outline a policy that conforms to the class of people trading at his store. He should be tactful in the handling of buyers, who usually furnish the items to be advertised. He must, to obtain the best results, have talks and interviews with them often. He must be able to impress them with the fact that their advertising copy must be in the advertising office in time to be edited or rewritten, if necessary, arrangement made for space and cuts, so that proof may be received in time to make necessary corrections before press time. That's usually one of the hard problems the retail advertising man has to contend with, especially where there are a number of departments, each having its buyer. There is generally one or more that come straggling in with copy about the time the paper should go to press, and expects the adman to write up his items and give them proper display, when no doubt his ad for the day has been planned, after hours of hard study, and is all laid out ready to go to the printer —it may even be in the proof. The late buyer's copy may have to be left out. Often, if he also has charge of a department, the late buyer happens to be the "boss." Usually the best thing to do then is to hold up the paper and insert his copy. But then he will be glad to be more prompt, when the advertising man explains to him in the right way, that better copy, better display and better results are obtained only when copy is sent to the advertising manager promptly. Then when a change is absolutely necessary owing to sudden local developments, sizes too low, etc., which calls for quick action on the part of the advertising man, he is free to handle it.

The successful advertising man should be able to plan special events from month to month, keeping the slow stocks moving and at the same time, create a demand for the new. He should keep his store steadily progressing, building up and maintaining the confidence of the people of the community, devising new ways to improve the store's service, and scores of other important planning that keeps the store forging ahead, as an institution of service, and keeps the profits up to a reasonable percentage.

He must be a master of layouts, have a good eye for arrangement and have complete knowledge of the different display types and the effects which can be produced by their use. He should be a frequent visitor at the composing room, be a friend of the printer, help him—he has troubles of his own—help him solve them, and shouldn't expect him to set an item in 12 point that will not go in the allotted space even in 10 point. He should not be continually fighting with him; he's human—he appreciates and deserves a pat on the back when he does good work.

Whether a national or a retail advertising man, he must know the principles of advertising construction, advertising display, mediums, methods of distribution, office management, preparation of copy, besides national and local conditions, world events that have their effects on business in general.

We have only skimmed over, and often only



Plate No. 9277. An Opening Display by L. B. Haughney for H. P. Wasson & Co., Indianapolis, Ind.

This photograph does but scant justice to this display, which was remarkably effective. In the middle was a beautiful monotone painting showing an Italian garden with columns entwined with vines. In front of this was a low Roman couch on which was seated a handsome wax figure. Another figure stood near by. At either side was a tall candelabrum. Rich curtains covered the ends and the remainder of the background. While this was used as a fall setting, the same general idea would serve equally well at other seasons.



Plate No. 9278. A Spring Millinery Display by Harry H. Heim for the Marston Co., San Diego, Cal.

Here is a display in which the arrangement is excellent. At one side was an ornamental scene decorated lavishly with rambler roses. From one corner of it was a long drape of chiffon in different shades. At the middle of the background was a great mass of wistaria and at the left was a handsome stand surmounted by a vase filled with American Beauty roses. On the floor was placed a Boston fern. The hats were shown on millinery stands of various heights.

mentioning the most important of the qualifications of an advertising man, still it clearly gives us an idea of the importance of a broad education.

The word education brings us to a potent factor in his success. That is, his ability to express ideas in simple, forceful English. I don't mean to say that it is absolutely essential for him to have five or six letters of more or less importance fastened on to the end of his name. But a good education naturally plays a strong part in his use of the English language, providing of course that he uses good common sense and judgment along with his knowledge, expressing his thoughts clearly and forcefully, yet using only short every day words when addressing common ordinary people.

It is often a fact that the too highly educated man clearly demonstrates what an excellent education he has to the detriment of his commodity. He should clothe his sentences in the language of the people to whom he expects to dispose of his product.

Knowledge of the principles of salesmanship is another strong qualification of great significance to the real advertising man. Some one at some time said that advertising was simply salesmanship on paper, and he came mighty near hitting the nail on the head.

Since science has proven, not theoretically, but in actual practice that the sale is made first in the mind, we naturally ask ourselves, "What must we know about the article that will create the desire and the resolve on the part of the customer?" Or, in other words, what must we know about the article before we attempt to write the advertisement?

To answer this question, we must analyze the article, find the general and the specific selling points. The success or failure of the advertisement may depend almost entirely upon whether our copy contains real, exclusive selling points or is composed of general rambling statements and expressions that would apply with equal force to an advertisement of Chickering pianos or any one of the Heinz 57 varieties.

It is essential that we study the article from the viewpoint of the customer. We must get down to the bare facts—learn how the article is made, if possible, how it compares with competitive articles regarding quality and price. How about its appearance—is it handsome, rich, unique, beautiful, stylish, massive, antique, modern, neat or inviting? What about its style—is it new, old, simple, Oriental, European or conservative? Does it fit perfectly, comfortably, good? How is it in regard to comfort—is it restful, cool, warm, easily running or noiseless? Perhaps it has qualities of taste—is it tempting, sweet, juicy or refreshing? What about its color—is it fast, delicate, vivid, harmonious or pleasing? Is it large, small, long, short, convenient or in a variety of sizes? How about the material—high grade, guaranteed, good, imported, select, etc.? What can we find out regarding its durability, strength, healthfulness, purity, economy, price and a hundred and one other qualities that may be worthy of attention and study?

Don't be contented with saying that the article is beautiful, neat, desirable, low priced, etc. Tell why it is beautiful, etc. Then and only then can our copy become real salesmanship copy.

Where can we obtain all this information about the article? From a close study of the article itself, from the manufacturer, from the traveling salesman, from the buyer in the retail store, from catalogues,



Plate No. 9279. A Display of Gowns by Jack Cameron for the Harris-Emery Co., Des Moines, Ia.

This is quite a simple little display but it was a highly attractive one and resulted in enormous sales. In the middle of the background was a mass of ferns and other foliage. The three wax figures were cleverly posed and showed off the gowns admirably. The background consisted of a curtain with small square decorations which produced an unusual effect. At the top was a striped border. The wicker lamp was wired and lighted at night.

booklets, folders or from a study of advertisements of like or similar articles.

After we have our selling points and have studied them carefully, and before we start to prepare our advertising literature, we should study the audience to which our appeal is to be made and adapt our style accordingly. For instance, if the article is one advertised directly to the farmer, it should be written in a manner that would be easily understood by any farmer. It must gain his confidence and his interest. If he is to direct his appeal to the college professor his copy should be in harmony with the habits, thoughts and manner of reasoning of this particular class of customer. Copy that might produce the desired effect when addressed to women, may fall flat when directed to men, and vice versa.

It behooves us, then, to study our audience carefully, classifying it correctly in order that we may enjoy unlimited returns from our advertisements.

Even from the few requirements we have discussed, you can plainly see that it requires a man of unusual qualities to get the most success from his publicity.

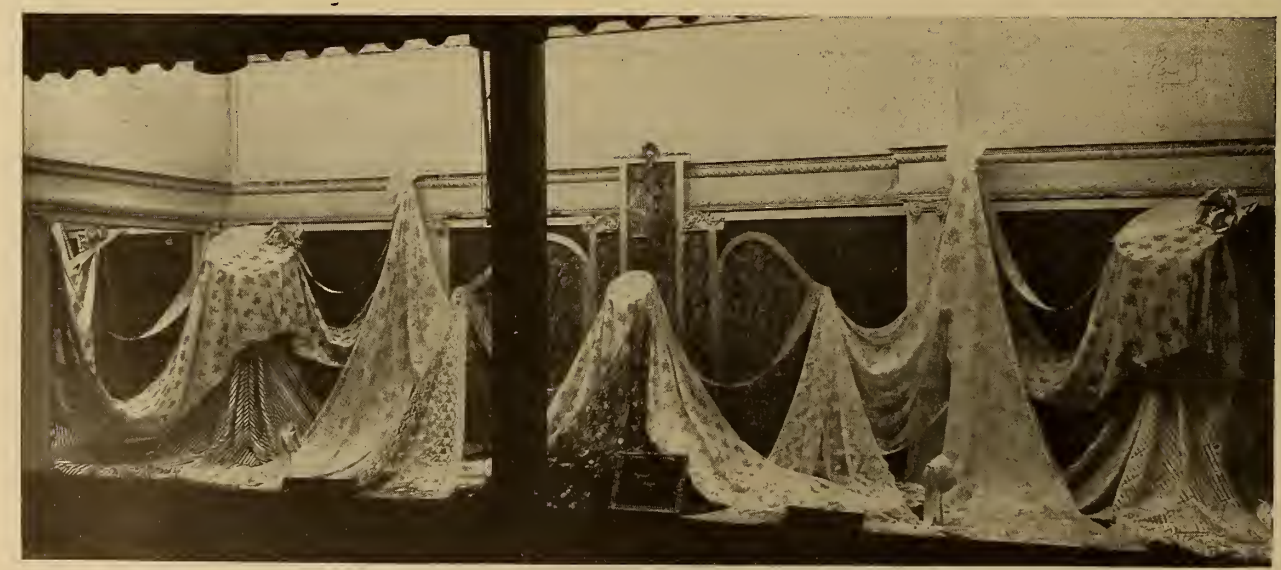


Plate No. 9280. A Display of Silks by H. R. Claudius for Foster-Ross & Co., Auburn, N. Y.

The chief feature of this setting was a large ornamental screen used in the middle of the background. The frame was in gold and the panels were filled with a fancy fabric. The silks and trimmings were shown in drapes with long sweeping folds calculated to bring out the patterns nicely. As this was an opening display price cards were not used.



Plate No. 9281. An Unusual Display by E. M. McCartney for the Joseph Horne Co., Pittsburgh, Pa.

The back of this window was covered smoothly with black velvet and the ends were hung with the same material. In the middle of the back was a gold frame of unusual design and in this were hung chiffon curtains in a clever color arrangement, the shade running from dark at the edges to a light tone in the middle and all the colors of the rainbow were shown in delicate tints. At either side was a large cock-a-too in relief. These birds were finished in brilliant colors. Art goods were shown in this window, being arranged very simply. There were five other windows treated similarly.



Plate No. 9282. An Opening Display by E. M. McCartney for Joseph Horne Co., Pittsburgh, Pa.

This window was one of classical simplicity. The large set piece at the back was a modified Roman character, and with the two immense urns of imitation marble, made a striking setting for the two figures. The floor was in imitation of dark and light marble. This was one of three similar windows.



Plate No. 9283. A Spring Opening Setting by Harry H. Heim for the Marston Co., San Diego, Cal.

This is part of a large display showing a painted background with steps, etc., in front. Moss and ferns intermingled with a profusion of flowers were used to separate the background from the window proper.



Plate No. 9284. A Display of Children's Wear by Robert Driscoll for William Whiteley, Limited, London, England.

The background of this small window consisted of a frieze at the top and two columns decorated with flowers, all of which were painted by the display man. The plain panels were colored in turqoise blue and the floor was covered with gray cloth marked out to represent stone paving, which was in keeping with the entire scheme. A large mirror was placed at each end to separate this display from the sections at either end. This window was one of a series of three. The children were all posed in natural attitudes. At the left may be seen two life-sized storks in bronze.



Plate No. 9285. A Spring Setting by Harry H. Heim for the Marston Co., San Diego, Cal.

This display was designed to suggest the entrance to a garden in the spring. The background was a scenic painting showing a floral arch with trees, shrubs, etc., in the distance. In front of this was a low wall effect with steps. This was all in marble effect and various spring flowers and plants were used profusely. In the foreground was a stone bench and a large piece of pottery on the floor. The disposition of the various figures and merchandise can be seen.



Plate No. 9286. A Spring Showing by Harry H. Heim for the Marston Co., San Diego, Cal.

This is a spring showing of sport suits and is a companion to several other displays of the same general character although different in design. In the background was built a handsome pergola covered profusely with wistaria and this is carried out into the distance in a long curve by means of a painted background, which shows a garden with fountains, vases, etc. Along the rear of the window was a profusion of foliage and flowers.



Plate No. 9287. An Opening Setting by L. B. Haughey for H. P. Wasson & Co., Indianapolis.

This is one of a notable series of opening displays used last fall. The style of decoration while simple is extremely rich and effective. The same idea in a general way was carried out through a series of windows, of which several are shown in this issue. The lower part of the window was treated as a marbled dado and various parts of the framework were also in imitation of marble. In this picture may be seen a monotone painting of a classical character. Similar paintings were used in other windows. The curtains were of a rich striped material, closely shirred.

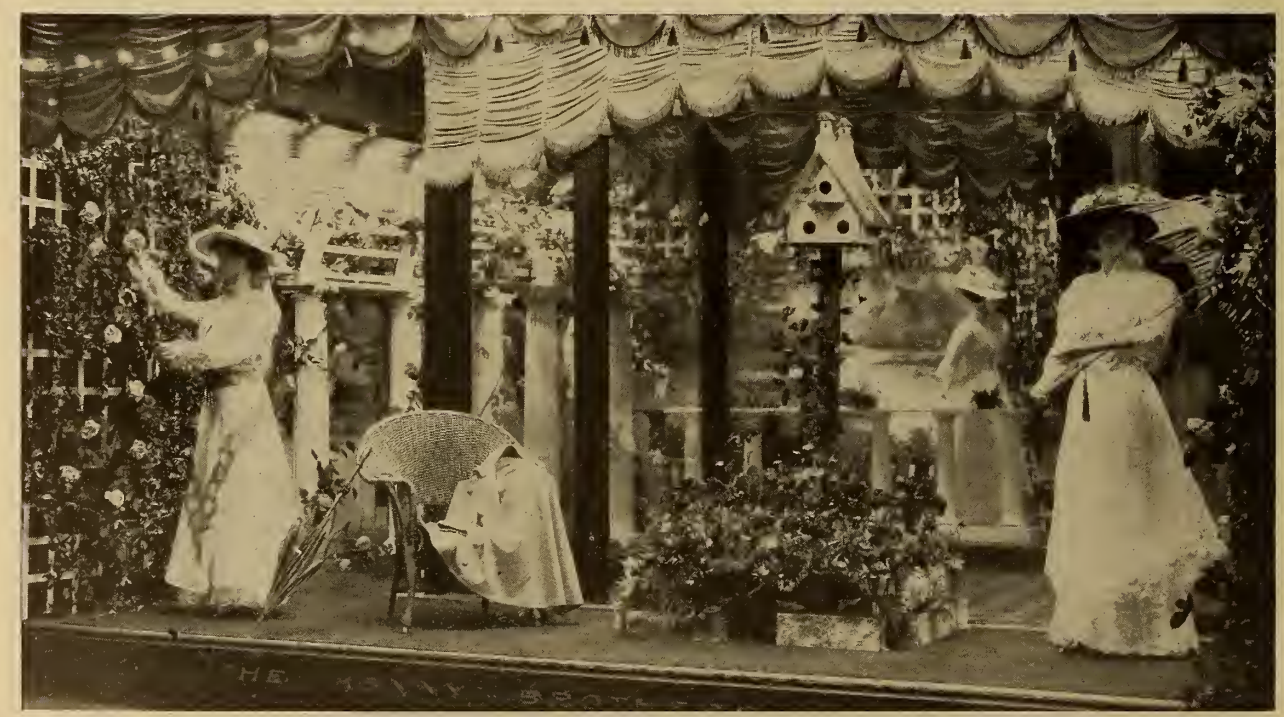


Plate No. 9288. A Spring Display by W. S. Little for Kenny Bros. Co., Canton, Ohio.

This is a peculiarly shaped window extending around three sides of an arcade and being quite shallow. The design was an arbor scene suggesting the dawning of the spring season. Three figures in dainty white gowns were used, while a cleverly hidden fountain splashed forth water day and night. The idea was simply to display merchandise as attractively as possible, and the forces of nature, such as birds, flowers, vines, etc., were used as signifying the new season. A profusion of flowers of various sorts were used and in the middle of the front was a small bird-house of odd design.



Plate No. 9289. An Opening Display by L. B. Haughey for H. P. Wasson & Co., Indianapolis, Ind.

Here is shown a small window that was one of a series recently installed by Mr. Haughey. The lower part of the background was a dado of rich marble. This was painted in natural colors and produced a very pleasing effect. Above was a solid curtain of rich striped material shirred closely. The figures are self-explanatory.

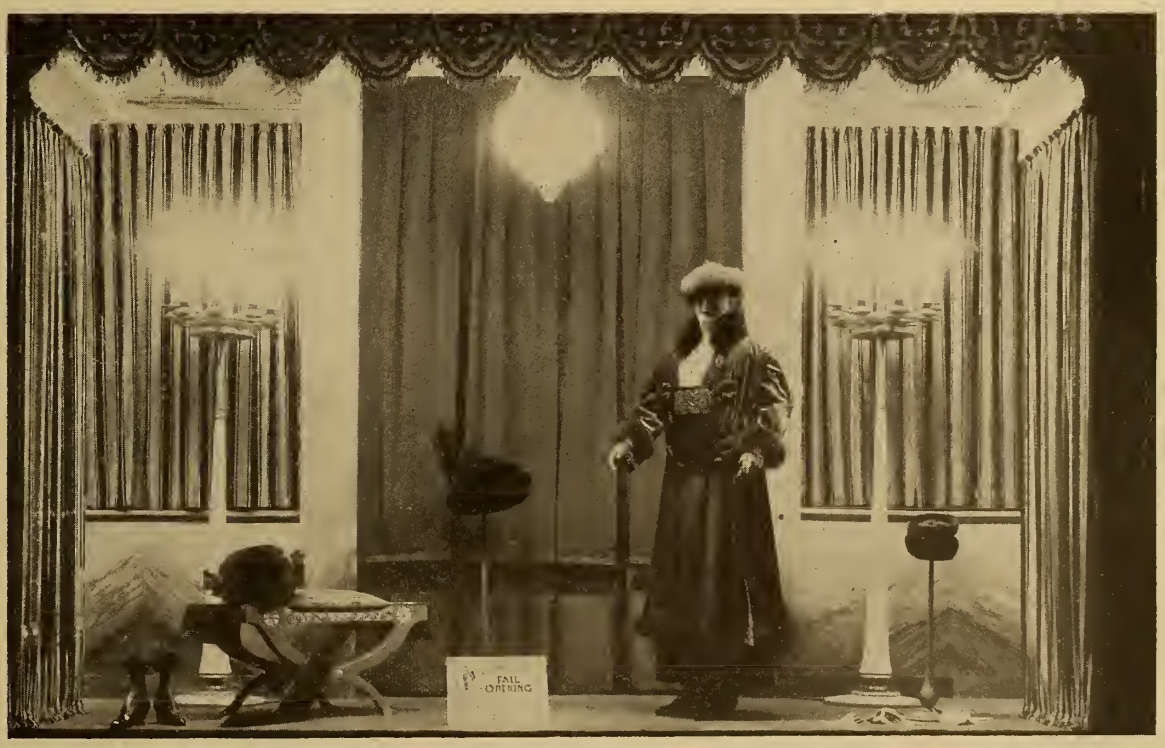
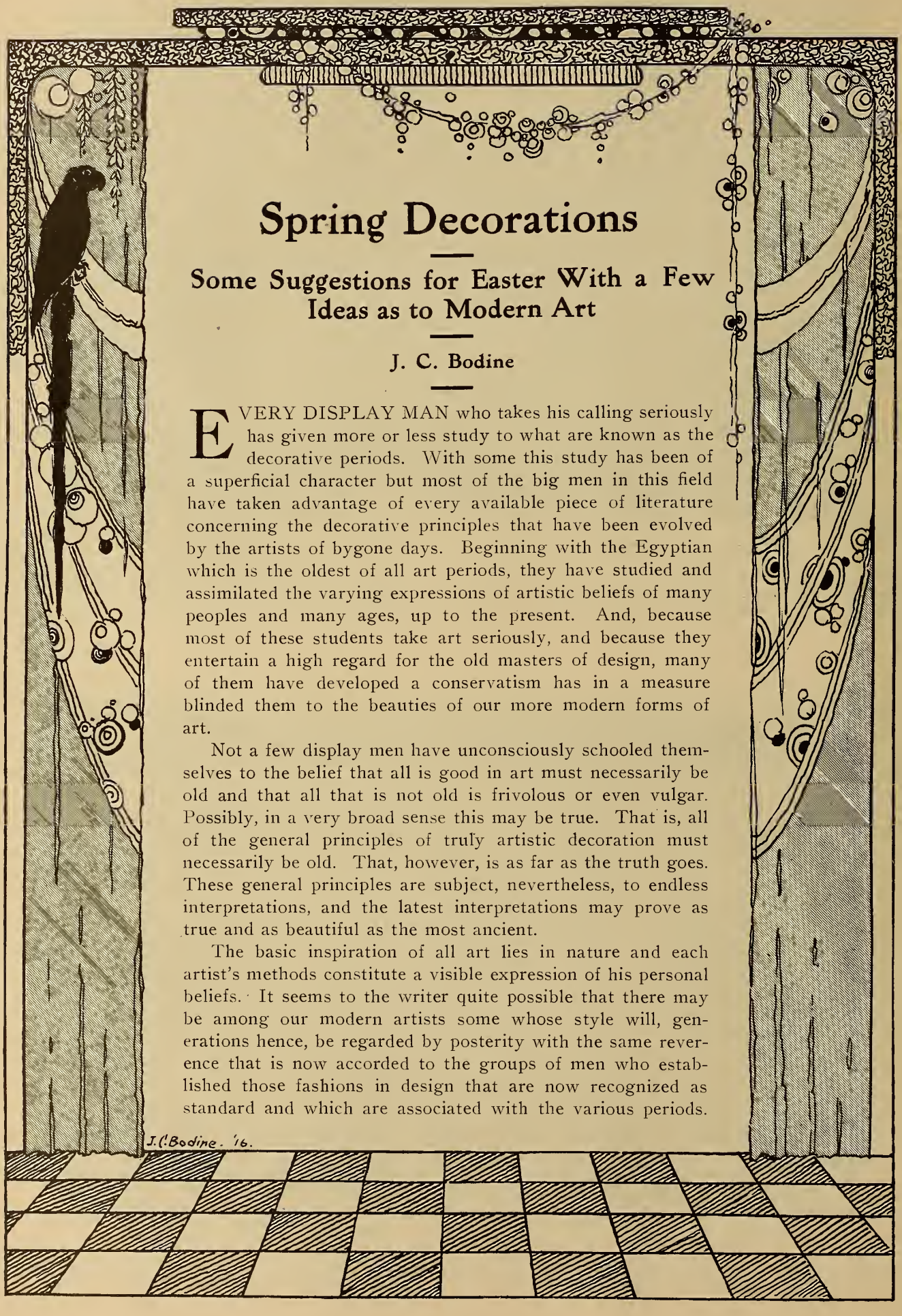


Plate No. 9290. An Opening Display by L. B. Haughey for H. P. Wasson & Co., Indianapolis, Ind.

This is another one of Mr. Haughey's last fall windows. It shows the same general design carried out in the other windows of this series shown in this issue. The simple lines and rich colors made it a highly attractive display.



Spring Decorations

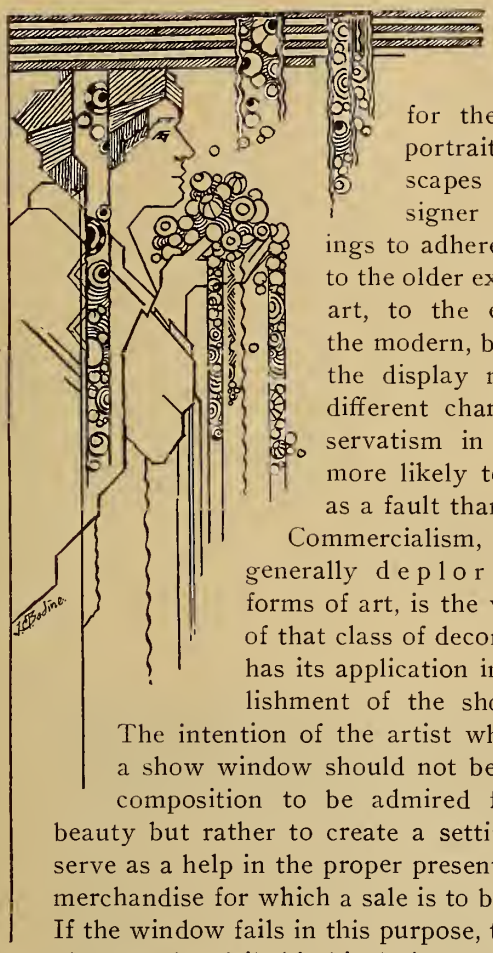
Some Suggestions for Easter With a Few Ideas as to Modern Art

J. C. Bodine

EVERY DISPLAY MAN who takes his calling seriously has given more or less study to what are known as the decorative periods. With some this study has been of a superficial character but most of the big men in this field have taken advantage of every available piece of literature concerning the decorative principles that have been evolved by the artists of bygone days. Beginning with the Egyptian which is the oldest of all art periods, they have studied and assimilated the varying expressions of artistic beliefs of many peoples and many ages, up to the present. And, because most of these students take art seriously, and because they entertain a high regard for the old masters of design, many of them have developed a conservatism has in a measure blinded them to the beauties of our more modern forms of art.

Not a few display men have unconsciously schooled themselves to the belief that all is good in art must necessarily be old and that all that is not old is frivolous or even vulgar. Possibly, in a very broad sense this may be true. That is, all of the general principles of truly artistic decoration must necessarily be old. That, however, is as far as the truth goes. These general principles are subject, nevertheless, to endless interpretations, and the latest interpretations may prove as true and as beautiful as the most ancient.

The basic inspiration of all art lies in nature and each artist's methods constitute a visible expression of his personal beliefs. It seems to the writer quite possible that there may be among our modern artists some whose style will, generations hence, be regarded by posterity with the same reverence that is now accorded to the groups of men who established those fashions in design that are now recognized as standard and which are associated with the various periods.

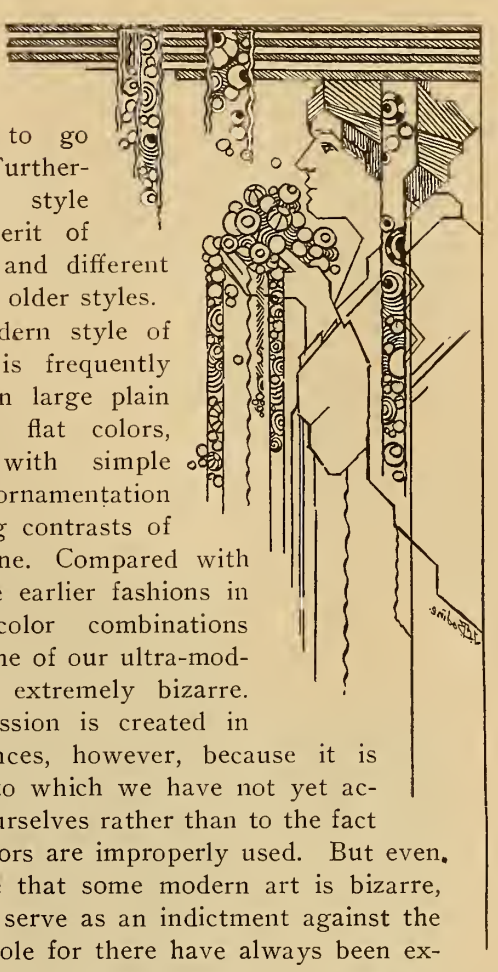


It may be found commendable for the painter of portraits or landscapes or the designer of buildings to adhere steadfastly to the older expressions of art, to the exclusion of the modern, but the art of the display man is of a different character. Conservatism in his case is more likely to be classed as a fault than a virtue.

Commercialism, which is generally deplored in most forms of art, is the very essence of that class of decoration which has its application in the embellishment of the show window. The intention of the artist who decorates a show window should not be to create a composition to be admired for its own beauty but rather to create a setting that will serve as a help in the proper presentation of the merchandise for which a sale is to be developed. If the window fails in this purpose, then the display man has failed in his design, no matter how beautiful his window may have been. In other words, the setting must be appropriate to its purpose which is not to ravish the eye of the beholder but to sell goods. And so it follows that what is known as the "modern" school of art must be recognized by the display man whose business is to sell modern merchandise.

The influence of modern fashion design, especially in women's wearing apparel, must be taken into consideration by the display man in designing proper settings to show off his merchandise. Paul Poiret and most other famous designers of women's garments have been influenced by the tendency toward modernism and dressmakers and designers of lesser fame have followed in the footsteps of these leaders. Designers and manufacturers of dress fabrics have also played their part in the application of modern art to feminine apparel. It seems to the writer that to show these gowns and fabrics in sympathetic surroundings, modern principles of design should be employed.

Modern art lends itself wonderfully well to show window decoration. It is not so ornate or complicated as that of most of the art periods of the past, but it is stronger and more direct. Being relatively simple, its details are more easily mastered and there is less opportunity for the display man to go astray. Furthermore, this style has the merit of being new and different from all the older styles.



The modern style of decoration is frequently expressed in large plain surfaces in flat colors, combined with simple forms of ornamentation and striking contrasts of color or tone. Compared with most of the earlier fashions in art, the color combinations used by some of our ultra-modernists are extremely bizarre. This impression is created in most instances, however, because it is something to which we have not yet accustomed ourselves rather than to the fact that the colors are improperly used. But even if it is true that some modern art is bizarre, this cannot serve as an indictment against the art as a whole for there have always been extremists in the art of every period, and, after all, color is largely a matter of individual taste.



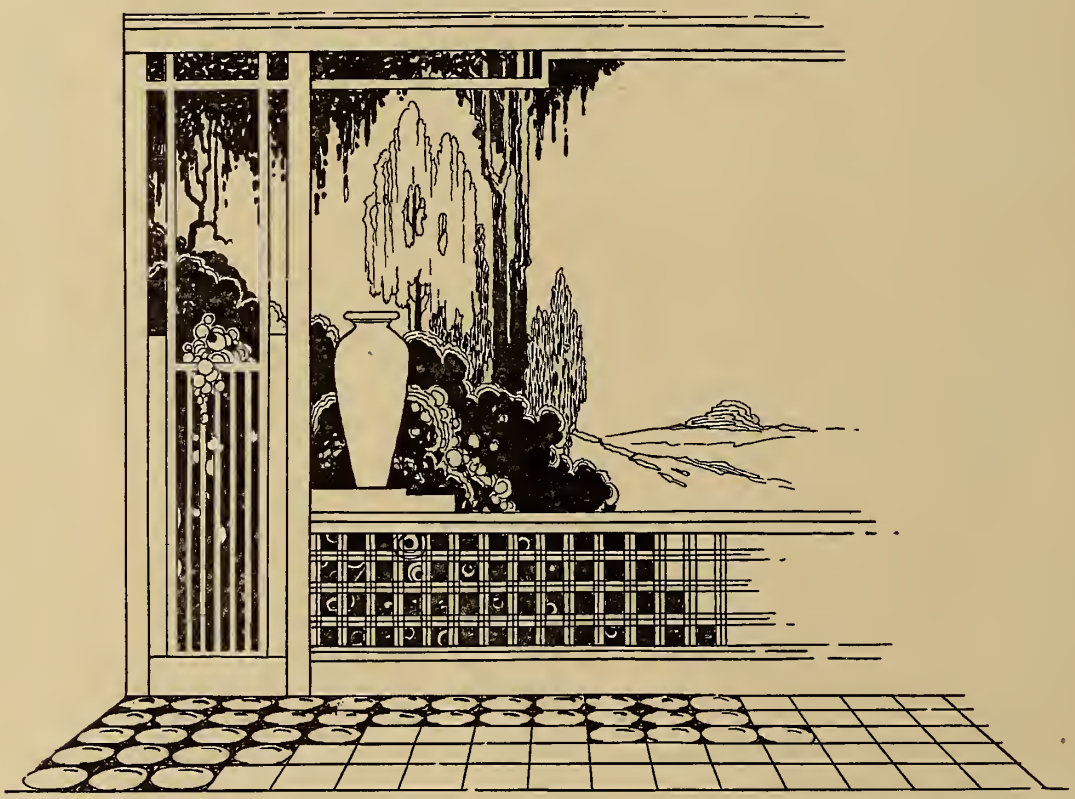
However, it is the simplicity and elasticity of modern art that serve particularly to adapt it to window decoration, and the wide lattitude permitted in the use of color offer the display man great possibilities for creative designing. In most of the older styles one is only permitted to combine certain details according to fixed rules but in modern art there are no such limitations and the decorator is at liberty to work out his ideas practically as he chooses. Expressed in a few words, modern art is eminently practical.

Various books and magazines on modern art have been published in Germany and a few have appeared in other European countries, and art publications in this country have treated upon the subject at greater or lesser length. However, there is plenty of suggestion and inspiration to be found everywhere. Covers of magazines, posters, decorations used in advertisements—any of these may furnish a scheme of modern art decoration for many illustrators and cover designers have adopted this style. If one keeps his eyes open and has a faculty of adaptation, he need never lack for suggestions around which he can build window settings in the modern style.

Easter occurs unusually late this year which is

a good thing for the display man in more ways than one. It will make it possible for him to spend more time in planning and building his displays. Furthermore, Easter coming at a time when good weather is practically assured the "Boss" is likely to be more liberal in his appropriation for the windows than he would if the day fell much earlier in the season with the liklihood of "Winter lingering in the lap of Spring" and possible belated blizzards during opening week.

But even if Easter does come late and there is plenty of time, it is a wise idea to get things started now. Anyone can do much better work if he takes his time to it than he can if he has to run a neck-and-neck race against time. It often happens that unexpected difficulties arise in building window settings and occasionally a display man who has been so delayed has to omit many finishing touches that would have greatly improved the window. It is also a good idea to give the dealers who supply the decorations plenty of time as they are generally flooded with work late in the season and cannot give the service that would be possible at a time when there was less business to attend to.



Here are some general suggestions as to Easter windows that are offered for what they are worth. First of all—don't over-do your decorations. It is easier to spoil a display by putting in too much than it is by putting in too little in the matter of decorations. One of the troubles of the average beginner at window decoration is that he does not know when he is through and keeps on adding here and there until what might have been a first-class setting is hopelessly jumbled. This is a natural failing. The beginner is, of course, an enthusiast and he wants to make a big showing. He has at his disposal, in addition to flowers, and foliage, a number of stands, flower boxes, vases, ornaments, etc., which he considers decorative and he works on the principle that the more decorations he puts in, the more decorative the window will be. The flowers are all right if they are seasonable and not too gorgeous, for one is not likely to use too many flowers in a spring display. But the other decorative features should be used with a good deal of discretion. As a general rule three or four pieces decorated in the same style will be plenty for a good sized window.

One should be careful to preserve the unity of the display. In other words, every part of the setting should be related to every other part and should be designed and placed with a definite purpose in view. Nothing should be used in a window decoration unless there is a very good reason for it. That is one of the most difficult things for the beginner to learn—to leave things out. Also the balance of the display must be preserved. This does not mean that the various parts should be handled with geometrical precision but that one part should offset another. For instance, if the chief feature of the background is placed at one side of the middle there should be something on the other side to balance it. A pedestal, a large urn or a bench placed near the opposite end of the window will serve the purpose.

Years ago it was a common practice to make re-

ligious emblems an important part of Easter window decorations. The Cross was used quite commonly and it was not unusual to see female figures decked out as angels. This is in poor taste. Although the significance of Easter is religious, the show window itself is purely commercial and religious symbols are quite out of place. Another favorite Easter window was one with a background to represent either the exterior or interior of a church. Some leading display men have used this idea in time past but they discontinued it years ago and it is unlikely that any up-to-date store would permit such a display today. The main idea is to put the spirit of spring into the windows.

There is another decorative feature that was a prime favorite with the old time display man, especially in the smaller towns. That was the egg. As a decoration, the egg is altogether impossible. No matter if it is an enormous one covered with flowers, or a painted one or real one, there is nothing decorative about it and, as far as using it as a symbol of Easter is concerned, there is no excuse for it. The egg has a very definite and highly practical use to which it is well adapted but that use is gastronomical rather than artistic.

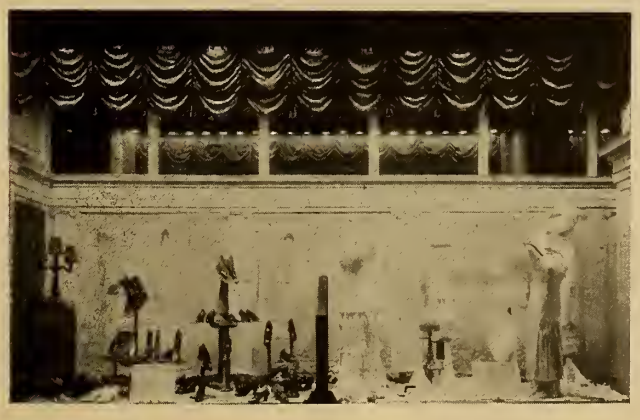
The sketches that accompany this article are intended merely as suggestions for window decoration in the modern art style. Their purpose is only to give a very general idea of some of the many variations of the style of decoration that is classified under this title.

WANAMAKER'S New York store advertises four famous golfing experts as indoor instructors in golf in their store course. This instruction will continue until the opening of the spring season.



Plates No. 9291-2-3. Spring Displays by S. M. Moses for Lipman, Wolfe & Co., Portland, Ore.

These pictures show three of a series of Easter windows installed by Mr. Moses last season. They are unique in the handling of the background, which consists in each window of a series of three painted and related panels shown in light pastel shades and showing spring landscapes with various figures allegorical and otherwise. The screens were in tones that harmonize beautifully with any merchandise shown in front of them. In the upper picture was shown a tall ornamental lamp, which was in gold. The other displays had simple decorations such as gold screens, lamps, etc. The merchandise was shown with a good deal of judgment and the whole effect was unusually refined and attractive.





Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

COMMENT was made in these columns in previous articles of the growing scarcity of pens of German manufacture. The general agents for Soennecken pens for the United States and Canada cannot supply any more Number one or one-and-one-half pens and the total present supply is vested in the small retail dealers throughout the land.

Hence, it behooves the worker to conserve his supply. Every ounce of steel in some pen factories in Germany has been seized by the Imperial government and when it is not possible to manufacture an article made of steel and it is also forbidden to ship an ounce of manufactured steel products outside the empire, the hopelessness of securing any pens is apparent.

In the four cards shown this month will be found a few practical suggestions for the fellow who has to limit himself to plain lettering. The cardboard used is mottled gray lettered with gray.

Card No. 1 shows a large initial "M" mounted on the card. It will be apparent that this card reads a "trifle hard." The reason: lines of lettering placed a trifle too close together. A common fault with many, yet of the two evils it is preferable to scattering the lettering all over the card. The border is a lighter gray than the lettering with dark gray outline.

Card No. 2 shows a rabbit motif pasted on the card. It will be noticed that the "tail" of the final "g" serves to give weight to balance the effect of the panel placed at the side. The border is simple, though effective. The use of underscoring is questionable. Many high-class advertising men contend it weakens instead of emphasizing the subject.

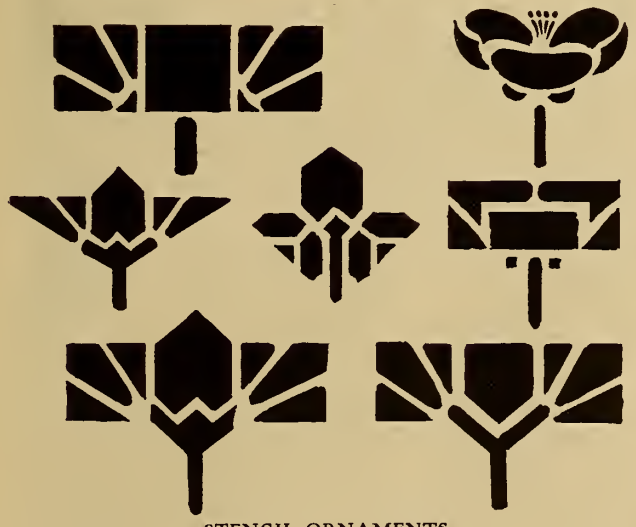
Card No. 3 shows a quick slant style that is effective and readable at a glance. At the top will be noticed the three squares. These can be "knocked-in" with a contrasting color, green or bright red. As a tail-piece is shown a conventionalized clover motif which can be rapidly executed. It may be done in a solid tint of same color as the wording or it could be done in green and lavender, green and pink or any combination to harmonize or contrast with the card.

Seven of these little decorative motifs are shown





in the small illustration, five of which are conventionalized clover; one a wild rose and one a rectangular design. The stems may be lengthened a reasonable distance and the designs may be enlarged.



STENCIL ORNAMENTS

Card No. 4 shows a broken border effect, the words "Easter 1916" serving to balance the card, yet though it may be disputed by some, a certain type of card looks well with the lettering in the upper left corner and the rest of the card blank.

Whether my judgment is correct or otherwise, I know not, but it has always appeared to me that slant lettering reads easier on merchandise signs than vertical lettering.

Many people read store signs as they walk and the pertinent fact remains that where a cardwriter letters from forty to a hundred thousand cards a year that on ninety-five per cent of them slant lettering predominates. It is erroneous to think that a beginner must go at a snail's place. If students or beginniners could only realize that they should get down more to the business college muscular





movement style of penmanship in their brush lettering instead of the now shunned cramped copy book hand of three decades past. Limber up—try to get a free and easy, graceful swing to your work.

Take the words "Grand Spring Opening" as on card No. 3—get some practice paper and letter about twenty-five to three hundred signs, doing your best on every one. See if you cannot letter the last one in two minutes.

You cannot do it using a bridge or overhand rest. Grip your brush right down near the hair-end of ferrule and get busy. To learn cardwriting you must letter signs and not take a day to make two or three cards.

I remember one day the head of a big store, now gone to the "great beyond," came to me and wanted a full sheet with quite a lot of copy written on it. I don't think I was over four minutes doing it—he, the while waiting at my elbow.

I handed it to him still wet. He said, "My boy, that's a nice sign but I could have done one myself in two minutes that would do just as well."

To this day I don't know whether he was "kidding me" or not and it is well to remember that "a boss" is a man who has always made good at something else.

Try to put one over on him about taking an hour to make a sign and he's liable to tell you to go and sweep out and he will make the card.

Much bunk is handed out to the public on the fabulous salaries cardwriters can make. Well, refer to Dun's or Bradstreet's and see the rating of well managed shops or see if any of your cardwriting friends are buying gasoline.

I like to grapple with the practical, not the theoretical. A few weeks ago it fell to my lot to letter forty-two signs. I was eighty-five minutes cutting up cardboard in every size imaginable—I was about the same length of time lettering them.

Now in a department store cards run in standard sizes—no time is wasted and a man can turn out as high as thirty dollars worth of work in a day, judged by shop prices. In a shop where every conceivable size and shape is cut, few men are able to turn out ten dollars worth of work a day and a boss rarely pays over 60 per cent on the value of work turned out. That's why you find a bunch of high-class men doing trimming, advertising and card-writing in stores, earning forty to sixty dollars a week, instead of thirty to twenty in a shop.

Before starting a showcard shop and dropping your window display line, my advice to you would be *"don't."* That road has been paved with failures.



Plate No. 9294. A Wheel Chair Decorated by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

Here is shown an unusual form of decoration. It was a wicker wheel chair for two passengers such as are used at the seaside. Over it was built a trellis effect which was covered with a profusion of lavender wistaria in handsome tints. The body of the car was covered lavishly with roses and ferns. On each side of the chair was a large reproduction of Strawbridge & Clothier's "Seal of Confidence." Two wax figures were seated in the chair. This feature was built to take part in an indoor pageant.



Plate No. 9295. An Opening Display by Robert J. Fuellerman for the T. A. Chapman Co., Milwaukee, Wis.

This display was put in on the occasion of a Fall Opening but by making a few slight changes it would answer quite as well as for a Spring Opening Display. Masses of natural foliage were placed against the middle of the background and foliage plants were used elsewhere in the window. With the exception of one or two standard display devices, the fixtures in this window were all pieces of furniture from the furniture department. This made a handsome setting.



Plate No. 9296. An Opening Window by R. A. Young for Rorabaugh-Brown Dry Goods Co., Oklahoma City, Okla.

The background of this window was built of composition board. In the middle were three latticed French windows, behind which were massed daisy vines. The floor was covered with oil cloth painted in large squares of pink and white. At the left may be seen a floral unit made by placing a wooden chopping bowl at the top of a high slender pedestal.

NOTES FROM NEW YORK

RUSSIAN BALLET PROVES A STRONG INFLUENCE ON THE FASHION IN COLORS—WINDOW DISPLAYS IN BAKST COLORINGS—UNUSUAL FASHION SHOW AT WANAMAKERS—OTHER ITEMS OF INTEREST

F. F. Purdy

COINCIDENT with the appearance at the Metropolitan Opera House of the Russian Ballet, with costumes, and designs and hues of same peculiar to the Russian aristocracy in general and promoted by Leon Bakst in particular, comes a furore here to feature just those hues and costumes. This was forecasted some time ago by Mr. Rossiter, display manager of Lord & Taylor, who remarked to the writer: "For greater or lesser effect, there is an influence coming here with the putting on of the Russian Ballet that may have a commercial effect that must be taken into account. It includes a feeling for strong colors similar to the Bulgarian hues of two or three years ago. Inside of a month I would not be surprised to see a change from neutral shades to another period of vivid colors. It is a question of degree. Already the French have taken up these ideas and you see them appearing in coats and gowns. In the settings of several plays I have seen lately, the vivid colors have been notable." Mr. Rossiter had a window in early last month illustrating these colors. In the center was a combination special drape in all the delicate pastel shades, the strong contrasting Bakst colorings being used for the belt, veils that were thrown 'round in profusion, etc., the effect being distinctly bizarre and semi-oriental, with the Bakst influence paramount.

A few days after, the Saturday before the Russian Ballet opened at the Metropolitan Opera House, Gimbel's had a striking Bakst window, on a different plan than the foregoing, from another angle. The setting of the window, background, sides and ceiling, was black velvet. At right was a miniature throne with glass steps leading thereto, strong varicolored electric lights being underneath, bearing strongly upward upon the form of a figure of a dancing girl in Bakst costume prancing by the throne. At left of window, facing this scene, was a reclining feminine figure, in Russian costume, upon a chaise longue. Here and throughout the window many pillows, etc., contributed to the luxurious and bizarre effect. The commercial side of the window was furnished by hair ornaments of Russian design, which appeared at several points, on specially designed units with glass tops, with strong illumination below, which set off the ornaments on the glass tops beautifully.

BAKST EXHIBITION

The most pretentious attempt to feature the Bakst motifs was at Wanamaker's, who quickly got busy and put on "an inspirational fashion exhibit" starting January 14, one in the morning at 11, the other at 3 p. m. The auditorium was not used, but the affair was on the second floor of the older building, among the women's apparel. The models wearing the Bakst costumes posed against a Bakst background, artistically arranged, in which the striking



Plate No. 9297. A Setting for a Spring Window by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, Ohio.

This was one of a number of windows decorated in green and white throughout. Everything matches in this display. The green panel brought out the white merchandise very well and the whole effect was excellent. At either side of the panel back was a plain Doric column with cross pieces connecting them. Along the bottom was a long flower box filled with dress patterns were used; two of them were draped similarly Spring flowers. Foliage was used at the top. Only three over forms, while the third piece was shown over a high stand in the middle. The accessories used were very well chosen.

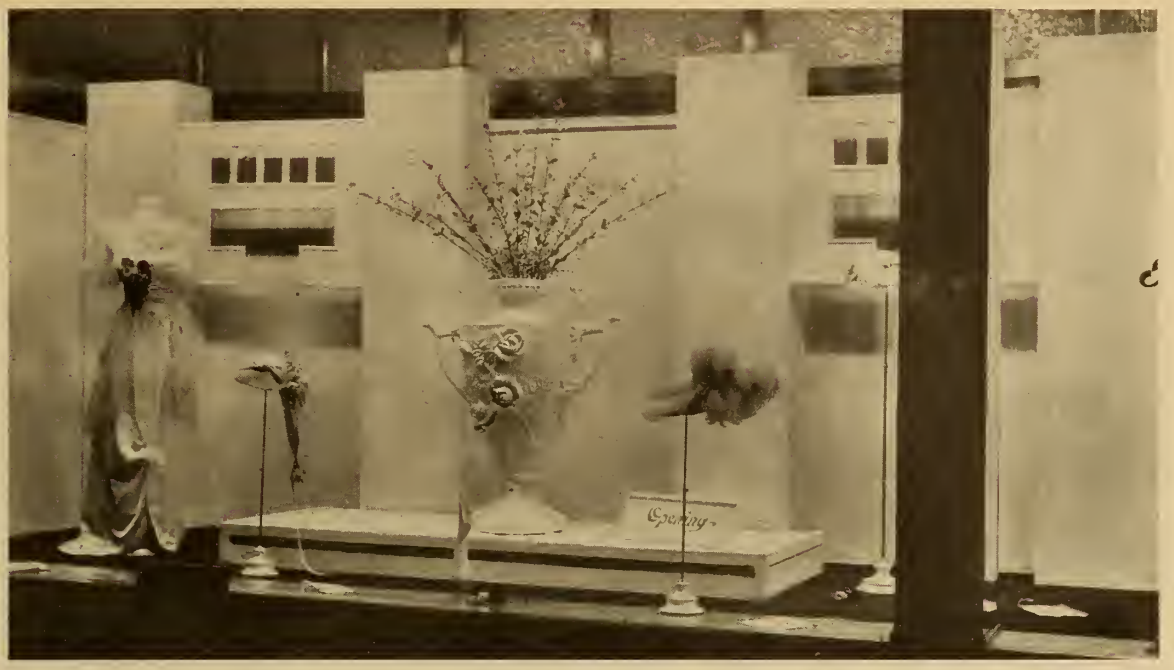


Plate No. 9298. A Spring Opening Display by George J. Mellert for the Fries & Schuele Company, Cleveland, Ohio.

Here is shown quite an unusual setting. The background was made of composition board, being of a very plain design and finished in pale ivory. In the middle of the low platform was an immense ornamental vase with decorations in high relief. This was filled with sprays of spring blossoms. The remaining details are evident.

colors of this vogue appeared in various forms of stage furnishing. The models fared forth thence along a long, narrow platform covered with oriental rugs, and surrounded by a crowd of women who came to see what it was all about. Near-by were a dozen high glass fixtures, each containing Bakst costumes and accessories, big shades with long handle such as the husky negro eunuchs hold over their masters and mistresses being conspicuous and numerous. Scarfs and lingerie were shown in the tall cases, the fabrics being of the solid dull colors affected by Bakst with semi-oriental and semi-barbaric, rude motifs, often at long intervals. The preliminary Wanamaker ad. explains that "Bakst has inspired us not to copy the mad, beautiful costumes of the Russian ballet, but to reproduce in women's street and evening gowns and summer capes and coats their strange harmonies of colors, the youth of them which expresses not so much the youth of the individual as the youth of the world." The models wore garments of colors for the most part solid, with borders of Bakst hues, or interspersed with vari-colored squares, etc. The models' promenade was set off by numerous screens shaped and colored in ways quickly remindful of Russia and its history. After the promenade had fairly opened, as a climax which was almost thrilling, the great organ across the rotunda pealed forth the majestic notes of the Russian national hymn.

The Wanamaker statement suggests that "We shall be glad if this exhibit prove an inspiration to the whole world of fashion." The future will tell whether this hope shall be realized. As far as the garments shown go, it would hardly seem that they would find a very extensive vogue, for they would naturally be of but occasional use, to say the least. The affair, however, whatever the result in its propogation of the style, was a prime bit of advertising of the resources and adaptability of the house of Wanamaker, and was well worth while, from a standpoint of prestige, if nothing else. Another feature in the Wanamaker windows at the same time was the conspicuous presence of oriental objects and ornaments. Most of the windows had in the background a large white panel, with good-sized black circle to bring out the beauties of the wide sprays of cherry blossoms shown in each window. Oriental objects d'art were visible everywhere, remindful of the visit of the Wanamaker Philadelphia and New York display managers to the orient last year.

An interesting circumstance in connection with the Oppenheim-Collins windows recently was this fact. Strong displays of merchandise were shown in all, but this is what the crowds of women looked at in a ratio of 10 to 1—the shoe window containing very high cut boots, some all white, some all black, or other hues, with close-together-lace-effect at front, boots buttoning at side. The shoes were accompanied by fancy hosiery, mostly of patterns with barred effect.

Mr. Richter, at Saks, is very prolific of attractive backgrounds and settings. A recent combination

was of handsome gilt screens, with bottom of gold and black and gold and white squares.

Mr. Trewhella, at Best & Co's. had an unusually fine new temporary background in his windows early in January. It was of French gray woodwork, paneled in lighter shade of gray, papered in light blue ribbon effect, with pink roses. This treatment was in the entire north half, especially for the showing of women's lingerie, in pink and blue.

DISPLAY MANAGERS MEET

The January meeting of the Display Managers' Club of America was held on the 10th at the Club's headquarters on West Thirty-fourth street, second vice-president F. G. Schmehl in the chair, in the absence of President Charles Wendel, who was in Detroit, and vice-president Jerome A. Koerber, of Philadelphia. The newly elected officers of the Club, the list of which has appeared in these columns, were then formally installed under a new system of installation recently adopted by the Club. The installation was conducted by first past president Herman Frankenthal in an impressive manner. The new officers have all been known as hard workers for the Club, and in their administration an added success is anticipated. In talking with one of the officers, he said that 1916 would undoubtedly be one of marked success for the Club. While new members were being added right along, the hope was to make the new year a record period. As is the custom of the Club, as soon as the new officers are installed, work begins at once to make all arrangements for the annual banquet in October. The new officers plan to make this function a feature that will be most notable in the Club's history. Emil Schmidt, display manager for Arnold, Constable & Co., was elected to membership and initiated.

Mr. Schmidt, by the way, has reorganized his staff at the new Arnold, Constable & Co. store, with William Fitzgerald, formerly with Stern Brothers, as his assistant, and Harry Jordan as a new member.

Mr. Rossiter, display manager for Lord & Taylor, spent a week or two in the West some time ago, with Mr. Belden, assistant merchandise man. They were four days, we understand, at Marshall Field & Co's., Chicago, in going over the merchandise, systems, organizations, etc., as well as the displays on which Mr. Rossiter spent a morning with Mr. Fraser. The travelers stopped at Cleveland and Pittsburgh on the return trip. These inspections of methods, near and far, by display managers and others, are being very generally recognized as part of an up-to-date program, and members of the Display Managers' Club of America, for instance, are doing quite a little of it locally, often visiting one of their number in a body to study his work.

MATTHEWS QUITS

It had been hoped, and even anticipated, that the Brooklyn Mathews store, since the reorganization some two years ago under the control and management of the Messrs. Dimond, and which business went into bankruptcy not long ago, would be continued under new ownership. But all of a sudden,



Plate No. 9299. A Palm Beach Display by John C. Mackie for M. Rich & Bros. Co., Atlanta, Ga.

This is a setting that was put in early in the year to advertise wear for Southern tourists. The floor was covered with sand and the window was given an outdoor appearance through the use of orange trees in tubs, palms, etc. Two youngsters were playing in the sand pile on the floor. The upper part of the background consisted of a series of views at the ocean shore. No further comment is necessary. This display received much attention.

the middle of last month, announcement was made that the Matthews stock had been sold *en bloc* to The Greenhut Co., of New York, and would be transferred thither for sale at retail. The Greenhut buyers immediately went over to Brooklyn to examine their stocks in detail, and a day or two after all the merchandise was transferred to New York. This event caught the Greenhut Co. at a time when removal of the departments of the home furnishing building on the west side of Sixth avenue was going on, but big opportunities do not wait on perfect convenience, so the removal and the assimilation of the Matthews stock was worked in together, making a big advertising feature. When this stock was received, a number of the departments had been changed to their location in "The Big Store," but the full details were hammered into shape and a sale was put on that was of unusual importance and pulling power. The removal of stocks in the west building to the Big Store has been going on under Mr. Schmehl's direction, and the double avalanche of rearrangement made him for a week or two one of the busiest men in New York. It has taken some careful figuring to get the departments of furniture, carpets, upholstery and "house furnishings," including glass and china ware, etc., finally aligned in the larger building without detriment to any of the stocks. By the time this reaches the readers' eye the entire removal will doubtless be effected.

GOING SOUTH

We understand that the southern hegira set in early and strongly this season, for with New York and Eastern people feeling cheerful and prosperous, they will travel and spend money. At Altman's there was quite a considerable call for bathing suits for Florida before Christmas, though this demand does not usually come till the latter part of January. Men's suits for southern wear, colloquially known as "Palm Beach suits," have been receiving much attention, also Panama hats and white duck shoes. The new cotton goods have been in good demand, with organdies running well. Borders, many with fine embroidery, are still popular. Several houses have had in their opening exhibits of new cotton goods, at an early date right after Christmas or New Year's. Others delayed this function, feeling that the weather was not auspicious for a strong response, we understand. At the same time, the war has affected the supply of the finer fabrics, and of fine embroideries as well.

There was considerable complexity in the January windows generally, without a feature dominating the whole month. It is a month of clearance, of white sales, of showing merchandise for southern climes, and of the introduction here and there at least, of new styles. The clearance and white sale features were combined strongly at Gimbel's, in a striking placard, which appeared in the windows and all over the store.

AN EARLY EASTER

Easter this year falls on April 23, the latest date, it is figured, in 31 years. The question of the effect of this on merchandising is generally discussed. Says one Fifth avenue display manager: "The late Easter will lengthen the winter season to that extent and permit of larger sales of cold weather merchandise. This Easter date, moreover, is a natural and seasonable one for the beginning of spring trade. There will no doubt be later deliveries of spring merchandise, though it is natural to suppose that before Easter there will appear from time to time representations of new spring styles in various lines. The emphasis on the general complete spring offerings, however, will not be given, however, until later, and Easter is the accepted time for this emphasis. Indeed, the effect upon the public can hardly be made except at the Easter period, for if a big splash is made before, it would be necessary to follow it with another, for the Easter opportunity is too great to be overlooked. Probably the best policy is to lengthen the season for winter goods. Gradually introduce new spring samples to show that they are on hand, and then get ready for a strong opening at Easter."

Charles Wendel, president of the Display Managers' Club, and late display manager for Gimbel Bros., New York, will be missed among his late associates, although his business will bring him to New York, it is anticipated, several times a year. He went to Detroit last month to become display manager for the J. L. Hudson Co. This company last year made a large addition to their building, and it is one of the leading department stores of the Central West.

FIXTURE PRICES RAISED

On January 12 the annual meeting of the New York Display Fixture Manufacturers was held at the Grand Hotel, for the transaction of the usual business. The advance of 10 per cent in fixtures which went into effect several months ago is strongly held. As is well known, prices of metals of all kinds have been for some time on a materially higher level, with a congestion of demand that has made it difficult for many manufacturers who use them to get deliveries anywhere near the time they need them.

Mr. Kelley, display manager for Lit Brothers, Philadelphia, was in New York a day or two last month, with Mr. Lit, getting the latest and best ideas New York has to offer regarding the lay-out and display features of the cloak, suit and underwear departments hereabouts. Mr. Kelley has since entirely rearranged these departments, with new fixtures, etc., in conformity with the decisions arrived at on the New York trip.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
"The Show Window" Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" Established 1905

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Official Organ of

The International Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

February, 1916

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Swelled Head

DISPLAY MEN as a class are level headed and reasonably modest, but like the men in every other walk of life they cannot all be perfect. They are as subject to faults the same as doctors, lawyers, preachers and men generally. One of the faults that occasionally crops out is what is commonly known as the "swelled head." We have all met the man who has become convinced that he is the whole thing—who is entirely satisfied with himself and his work.

We have met a few display men afflicted with this overwhelming regard for themselves and their accomplishments. Some of them have had the right to a good opinion of their ability but most of them were laboring under a great delusion—they were not nearly so good as they thought they were.

For example, a young fellow from a little town dropped into the office some time ago. It was his first visit to Chicago and he had been around to take a look at the State street windows. When asked what he thought of Field's displays which at that time were unusually fine, he puffed out his chest and said:

"Oh, pretty fair, pretty fair, but nothing to brag about considering what the trimmer has to work with. Why, I've got ideas that, if I had the stuff to work with, would make Field's windows look like thirty cents."

Then he started in on a long discourse concerning some of the displays *he* had put in and how much they had been admired and commented upon by local newspapers. The more he talked the more he enthused and he kept it up for half an hour without a stop. He certainly did not hate himself and he frequently compared his work with that of State street display men much to the disparagement of the latter. When he had finished pinning medals on himself the true cause of his visit developed. He wanted a job and he wanted one in Chicago where he could show what he could do. He would like a State street job if he could get it, but if that couldn't be arranged, he was willing to take charge of the windows of any first-class store.

Then he produced some photographs to show the sort of work he could do. To say that the photograph displays were bad is but a feeble expression of what they actually were. They were so bad they were good. Evidently their proud designer had not the slightest taste, judgment or knowledge of the simplest principles of display or decoration. He not only knew nothing at all about display but his work was of that hopeless sort that showed he was incapable of learning. This was the man who would make State street windows look like thirty cents, and he really believed it.

Other instances of exaggerated ego almost as bad have come under our observation occasionally but these are less common than cases where the display man has succeeded in doing fairly good work and his success has affected the size of his cranium. The

display man who allows his head to swell is exactly like anyone else with the same infirmity. He is a nuisance and, as a rule, a joke to those who really know him. Furthermore, his conceit is a serious impediment to his progress. He is so satisfied with his accomplishments that he does not consider it necessary to study and develop whatever ability he may have.

A reasonable amount of self-esteem is a mighty good thing for any man. Every man who is doing good work naturally knows it and has a right to feel gratified with himself but it is a notable fact that the really big men in the display business do not go around making pests of themselves by bragging about how good they are. If a man is doing exceptional work in any field of endeavor, people will find it out without any advertising on his part. It is the work itself that counts—not talk.

The swelled head has proved the undoing of a lot of good men and a great many more of mediocre ones. It is a good thing to avoid.

Popularity of Wax Figures

THE WAX FIGURE has come into its own. During the past four or five years its popularity has been growing by leaps and bounds and there is no doubt but that in the next few years there will be many more figures used than there are today. After all, the wax figure is a practical necessity for the proper showing of gowns, and the fact that many high class stores that formerly would not use them but are using them now is due to the wonderful improvement that has been made in wax modeling in recent years. Wax figures today are real works of art—the good ones are so nearly perfect that no merchant can reasonably criticise their appearance.

But not only are dry goods and clothing stores making use of wax figures. They are used by merchants in many other lines. Furniture dealers, for example, use many wax figures. So do hardware dealers, grocers, druggists and many others. In fact, there are very few, if any, lines of merchandise that cannot be shown better with a properly dressed, well posed figure. This is especially true in windows where it is desired to make the display "tell a story." The figure can be made to do everything but talk and that part of the business is easily taken care of by means of show cards.

And there is another feature worth mentioning in connection with the use of wax figures—they are much better taken care of than they were in times past. Years ago it was nothing uncommon to see a faded out or dirty figure wearing a beautiful gown in a show window. Broken fingers or caved in features were the rule rather than the exception. That is not the case now. The display man takes jealous care of his figures and if an occasional accident happens to one of them, it is not used in the window until proper repairs have been made. The hair also is carefully taken care of and dressed in the mode most appropriate to the garment that is to be shown on the figure.

While we are on the subject, there is one suggestion that can be made. Don't use wax figures on forms without hands. They look like the dickens and hands are not so expensive but that they can easily be afforded by any merchant who can afford to buy wax heads

JUDGING from the reasons for "prices less than half" as they are explained in the advertisements of a large number of department stores, one would naturally assume that the average manufacturer is a wonderfully short-sighted and reckless blunderer. It seems that he is always misjudging his market and getting caught with large overstocks of desirable goods on his hands. These stocks must be sacrificed to the astute retailer at a small fraction of their real value. Hence the "wonderful values we are now offering."

We are of the opinion that this excuse has been worked to its limit and had better be given a rest. It is true that manufacturers sometimes do offer their goods at considerable reductions but they don't do it nearly so often as some retailers would have the public believe. Nor is the public fooled by such statements when they are used daily. If one must invent an excuse to justify a claim that prices are greatly lowered, he should try to invent a yarn that has not already been told times without number. The general public is wise enough to know that the manufacturer cannot continually run his business at a loss.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1916 have been made as follows:

E. M. McCartney, Pittsburgh, Pa.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

DECORATE YOUR SHOW CARDS

ANY CARD WRITER CAN LEARN TO PAINT FLOWERS AND ORNAMENTS ON HIS SHOW CARDS BUT CARE MUST BE USED NOT TO OVERDO IT—SOME SUGGESTIONS AS TO COLORS

Laud Hamilton

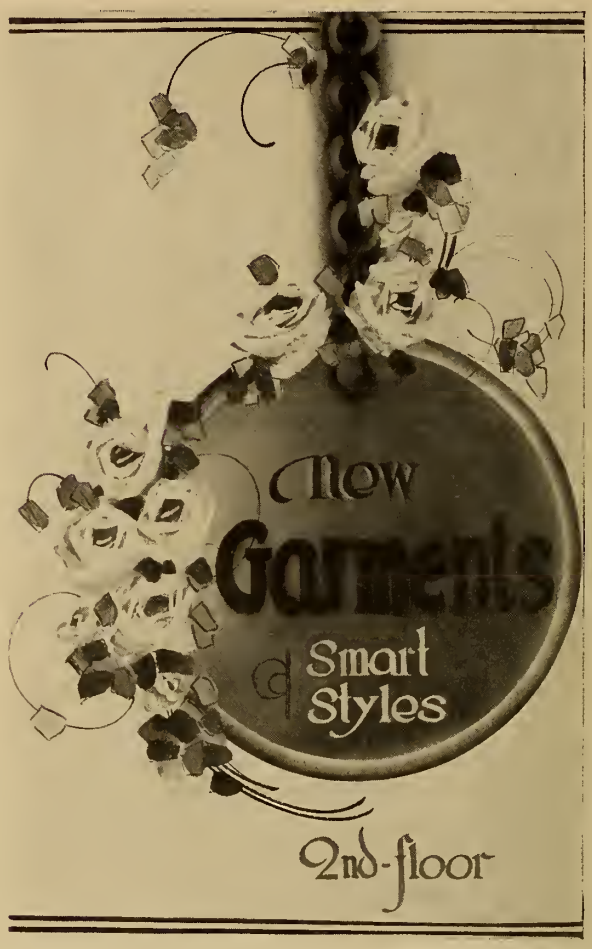
With D. J. Donohue Co., Missoula, Mont.

PAINTING flowers with show card paints is a very easy thing to do and a very easy thing to overdo, so a good deal of discretion must be used by the show card man who has not had considerable experience in this work. Naturally much depends upon the store in which the cards are to be used and the occasion.

If glazed or coated board is to be used, the average water colors that come in tubes or pans will not be found satisfactory as they are not intended for a highly finished surface. They do not work fast enough for the card writer who has to turn out his cards rapidly. The kinds of paints referred to answer very well for small sketches on rough and porous paper but for smooth cards, the ready mixed show card paints that can be bought from almost any paint supply house will prove highly satisfactory.

These regular show card paints come in a good range of colors; they work smoothly and rapidly and blend beautifully in floral decorations and they cannot be improved upon for lettering. Furthermore these paints are easily obtained and not expensive. They will save much time for the card writer in the long run.

Some card writers prefer to mix their own paints from dry colors but this is a long drawn out, time consuming operation that requires considerable experience and skill to obtain satisfactory results. However, it is a fine thing to have a knowledge of the mixing of dry colors which is likely to come in quite handily at any time. For instance it will occasionally happen that a ready mixed paint will not work as freely as it should but if the card man understands mixing paints can add in a minute the proper ingredient and "doctor up" the stubborn color until it works with perfect smoothness.



OUR BIG TOYLAND

Bigger and Better Than Ever Before

DONOHUE'S

The Store of a Million Gifts

Time is worth a great deal to the busy display man and card writer, so why fool away many hours in puttering around when such good ready prepared paints can be had at such a small cost? He could put that wasted time in his regular work and produce far better results.

Some card writers mix their colors fresh every day. They can eliminate this extra work by mixing up a full pint at a time and keeping it in a screw top glass jar. These jars can be obtained from the nearest drug store for ten cents each. Be sure that the sides are straight up and down, as this kind of a jar is much easier to use and keep clean than one that has a "neck." The top should always be kept screwed down tightly when not in use. When the paint becomes too thick, it can be thinned with equal parts of denatured alcohol and water. The alcohol cuts the paint to fine velvety particles.

To mix gold paint, buy the very best quality of "lining bronze." Mix to a thick paste with the best grade of mucilage that can be had. Add four or five drops of grain alcohol and thin with water. But be very careful in adding the alcohol as too much will turn the gold black—then it is ruined and might just as well be thrown away. This formula is worth trying, for if the mixing is carefully done the result will be as good a gold paint as any card writer could wish for.





A great many very practical ideas for the show card writer (as well as the display man) appear in the columns of this journal every month and every card writer should study and absorb them as they point out many short cuts and time savers. Watch everybody's work carefully—someone is sure to spring something new and practical.

For instance; the street car advertising card headed, "Our Big Toyland," is a combination of printers' ink and hand work. The top is hand-lettered and decorated and the lower lettering is done on a regular printing press. The effect is much better than that of straight printed cards and the hand work gives the card an individuality and punch that could not be obtained on a printed card. Where a large number of cards of the same kind are to be used, the card writer is saved a lot of time by having most of the lettering printed. Every season of the year offers abundant opportunities along the lines of this kind of advertising—try it for your spring style show or opening. For stores that use street car advertising, the card man improve the quality and interest drawing power of the cards wonderfully. I would suggest that some of you try this scheme for the coming spring season and watch the Boss smile and he may come across—"MAY," I said!

The other pictures show cards for various purposes. All of them are airbrushed to a certain extent and all are decorated in a variety of colors and



Plate No. 9300. A Spring Window by P. H. Deitrich for Hager & Bro., Lancaster, Pa.

This was a very simple window, yet it was one that was much admired. The prominent background is of rich mahogany in a plain design and the floor is of hardwood. The only decorative feature used was a screen which was finished in a delicate shade of green. The stripe effect in the panels was secured by covering them smoothly with white and gold wall paper, and the smaller scenic effects were also made of scenes cut from wall paper.

gold. The roses that are shown on two of the cards have not reproduced very well owing to the colors of the originals. These roses in their original tints looked very well and are easy and quick to make after one has had a little experience. Both the flowers and their foliage are of an impressionistic character and are made with quick strokes. The leaves are mere dabs of different tints of green, yet they are so arranged that their effect upon the eye is all that could be desired. The "Boys' Suits" card has a little grape decoration. It requires only three brush strokes to make each of these grapes, yet even the miniature reproduction will show that the effect is all that is required. First—with a little circular stroke the solid purple color of the grape is made—then a little twist of the brush with black paint makes the shading at the bottom—a little dab of white for a high light completes it. The circular design at the top of this card was made with a stencil and air-brushed colors in half a dozen hues, blending from one into another. Then gold was used to outline each detail. The grapes are in natural colors and the ornament back of them is in flat black. This combination made a pleasing effect.

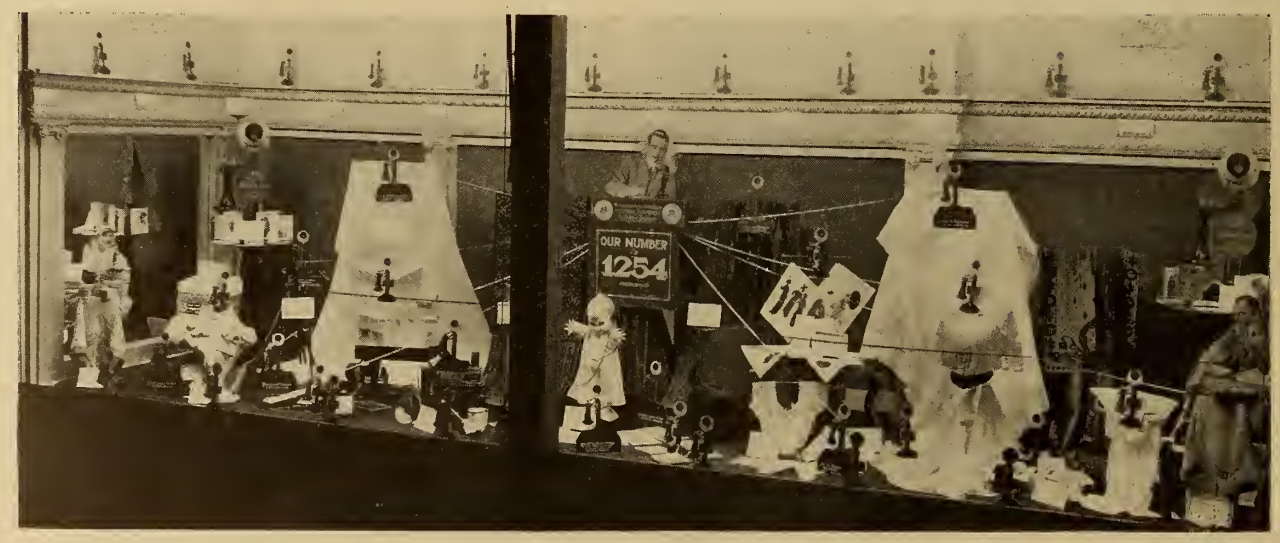


Plate No. 9301. A Telephone Display by H. R. Claudius for Foster-Ross & Co., Auburn, N. Y.

Here is a display that was put in to advertise the telephone service of this store. A large number of telephones connected by ribbons were used to indicate how easily any of the departments of this store may be reached by wire.

Department Store Card Writing Problems

—Article IX—

The Art Stand

by

J. W. Johnston

IN MY last article, after illustrating the combination bench and desk which seemed to me best adapted for use with the brush and the pen, I presented cuts which illustrated the proper positions for the hands in holding the tools, while spacing, ruling and sketching the card.

My last illustration in the former article showed the way I believe a card should be properly laid out before beginning the actual lettering with the material which is to remain.

In this lesson I propose to discuss the question of air brushes together with the contrivances which I have found best adapted for their proper use, and to give one or two examples of the effective use of air brushes which do work generally over done rather than used sparingly on cards of the kind which I advocate. However, before I come to the air brush question, I wish to emphasize a point which is overlooked by many men whose experience in card writing is limited.

It has been my purpose from the outset to be perfectly logical and consistent in presenting truths which will be helpful to my readers. Hence at this point I would not start in immediately to talk about air brush work until I explained the proper time when I think the air brush should be applied to the card.

Generally speaking, air brush work should be a "finishing touch" to a piece of card writing. Hence we must consider the actual making of the lettering on the sign with a pen or brush before we take up the question of the air brush at all. Assuming, then, that the card has been properly spaced and sketched we are ready to make this final lettering on the sign, which, of course, should be on the whole in the center area of the card. Right here I want to nail a fact which men who have had considerable experience in card writing and sign making very well know, but which without knowing seems to be a pitfall into which the beginner stumbles. The fact I want to impress is simply this; the lettering on a card should be made first, then the ornaments or ornamentation; and last the border lines, which I believe should be on every card, in order to properly frame the word picture.

I have seen quite a number of card writers beginning their work by making the frame or border line for the card. This is very illogical and presents several objections. Surely, we would not make a frame for a picture before we painted the picture and just so with card writing. The story should be first told and the decorations and illuminations placed on afterwards. In short, work on the most important part of the card first, then outward toward the border lines.

My article on "Significant Lettering" seems to have attracted widespread attention. I was indeed pleased to see that other writers had written articles on the same subject after my article appeared. You will remember that in my article on "Significant Lettering," I spoke of the very prevalent use of lettering in the Japanese or Chinese style to illustrate merchandise from the Orient, or perhaps American-made merchandise bearing oriental names. The example which I present in this connection was made with a No. 12 red sable brush and you will observe that the



NO. 1—FAVORITE SUBJECT FOR APPROPRIATE LETTERING.

story is not only told in letters which signify the character of the merchandise, but the ornamentations and the frame of the design are in perfect harmony with the general idea.

I did not make the ornaments nor the border design on this card until after I had lettered the announcement in the characteristic strokes. I then put on appropriate ornaments and finally an equally appropriate border, I believe.

There is abundant room for the application of intelligence in sign making and card writing, but how many times do we see cards using ornaments to fill spaces which are absolutely ridiculous in that they bear no relation to the subject of the card and are in fact simply meaningless heiroglyphics. Card writers sometimes reply they have no time to study

out their cards so carefully. But is it not true they frequently have time for war talk, base ball and other subjects not helpful to their employer's interests?

No ornamentation is so frequently used as a "life-saver" on a card as the serif. This ornamentation is sometimes spoken of as "an angleworm" because it certainly looks like one when not properly made. But why use the old hackneyed serif when, by the application of a little gray matter to the subject of the card, we can put in an ornament or a design which is symbolical and so actually helpful to the subject under discussion or under attention in an advertising sense.

My cards in the articles to follow will illustrate the use of ornaments and symbols which will serve the double purpose of filling space, as well as helping along the idea of the announcement, which is quite a different matter from simply filling a space with a *"gum drop"* or a shin plaster of some kind or other which fills the space sure enough, but which in no sense applies to the subject of the announcement, nor assists in the sale of merchandise.

You will observe that exactly the same thing is true with relation to appropriate border design. As stated above, I believe every card should have a border or a frame—that is, if the work is worthy of a frame. If the word picture is worthy of a frame, by all means let us put a frame on which is in the character and in harmony with the subject of the work. This point is as frequently overlooked as the use of the most significant lettering or the symbolical ornamentations which are characteristics of every intelligently made card. Appropriate ornamentations and equally appropriate border lines distinguish cards which are made by the piece from those which are turned out by the hour.

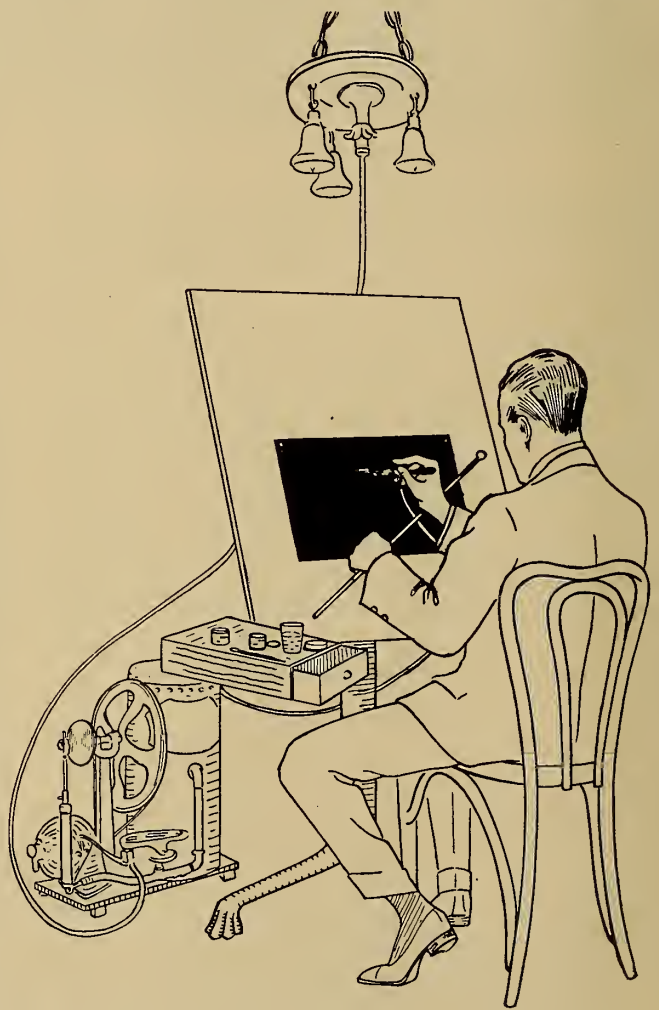


NO. 2—SIGNIFICANT LETTERING AND ORNAMENTATION.

If it is not already understood, I sincerely trust that my word will be taken as a guarantee that I am not interested, nor discussing quantity cards. I am giving my attention to the subject of quality cards which are doubtless a little out-of-the-ordinary, but which will perhaps pull business very much more effectively than "any old card made in any old way."

Extremely few advertising men have ever given the necessary time to a proper study of card writing and this, to my mind, accounts for the thousands of poorly made, slipshod cards so often in evidence which advertising managers are satisfied will do.

Assuming that a card has been lettered out with the pen or brush and that the appropriate ornament and best suited frame has been embodied, we now come to the subject of the art stand which seems to



NO. 3—CORRECT POSITION AT ART STAND.

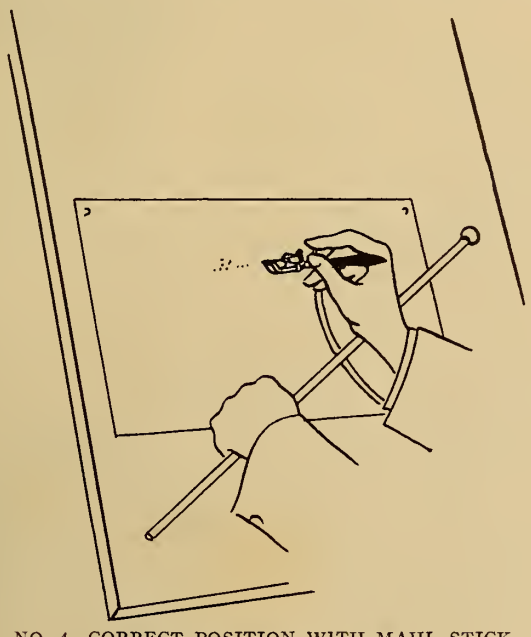
me best suited for air brush work. The cut illustrates the stand which I use with the card in place ready for the "shower bath."

I like to make the cards from the bench or desk illustrated in the January article, set them up on the art stand here illustrated and taking careful aim with the air brush, the hand holding the air brush resting on a mahl or artists' hand guide, "turn on the hose" and let the spray beautify the work.

Cut three illustrates the art stand with the proper position for hands with the air brush in operation.

I have heard it said that there are certain cards which require the use of the air brush first. I be-

lieve that the design should be lettered first and after the spray has been applied over the pen or brush work the brush or the pen may again be used over the air brush work in order to get the desired "finished" effect. It has always seemed to me most satisfactory for the air brush work to be applied at the art stand with the card in a horizontal or nearly horizontal position; rather than that the brush work should be put on first with the card resting on the bench or desk in a very much more slanting posi-



NO. 4—CORRECT POSITION WITH MAHL STICK.

tion, if for no other reasons than that the spray may be thus more accurately directed; and, secondly, if the air brush sends out larger drops of moisture than is desired they will fall on the floor rather than on the work.

There are many makes of air brushes and tanks on the market and I will gladly give opinions confidentially by letter respecting the various makes, but much depends upon individual taste. It is simply the old rule over again that "more depends upon the man behind the gun than the gun itself."

If the ornamentation or elaboration to be placed on the card with air brush work is particularly fine, the only safe way to protect the card from accident is to mask the work already completed with pen or brush which is not to be touched by the air brush work. There are many different kinds of masks divided into two general classes; namely, the opaque mask or the transparent masks. If the opaque mask is desired, a simple piece of card board or paper will suffice. On the other hand, if a transparent mask is required isinglass, tracing paper or frisket paper is generally used, cut so as to screen the part of the work not to be immediately or further treated.

In making a large number of cards of the same kind, a pattern through which little dots are made by a tracing wheel, in accordance with the lines of the lettering or design of the original cord, is of very great importance. In fact, I would say the pattern made with the tracing wheel after the first card has been turned out, is absolutely essential for the making of the duplicates—as far as the composition and lettering used is concerned. Of course, the tracing wheel will not help in the filling in of the letters nor in the completion of the work as to ornamentation or border lines, except as to their location and general definition.

Likewise, a mask made from the original card in order to protect the parts already completed from accidents or unnecessary time expending care, is equally serviceable for duplicates. Hence the importance of making a good mask which can be readily held in place with pins or thumb tacks on the art stand over each duplicate card before the air brushing begins.

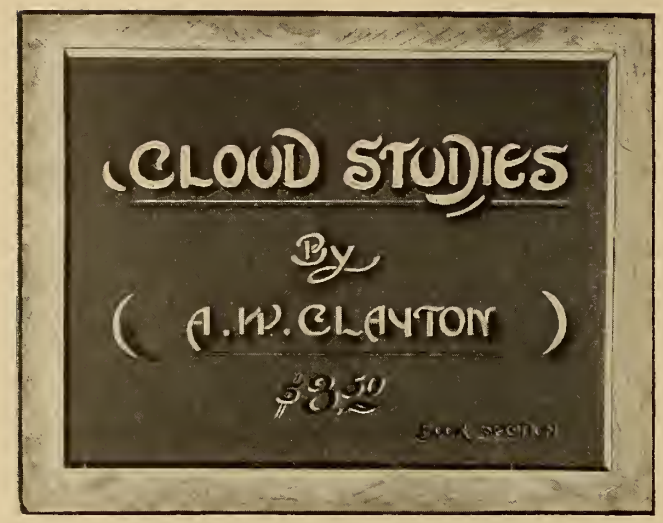
The utmost care must be taken not to use "lobster salad" colorings on cards which are to have air brushing of any sort. Above I have intimated that the air brush work should be used sparingly, and I would say as a corollary to this proposition that the coloring should be white or black or in the delicate tints. The coarsest kind of air brush work is generally represented by the strongest reds, greens and yellows which are invariably vulgar in style. They may suffice for the announcements of the names of popular songs or titles over phonographs or "peep show" machines in penny emporiums, but they will not do in the better class establishments.

It is simply wonderful the effects which can be secured by the skillful use of the air brush. The



NO. 5—SIMPLE BUT ATTRACTIVE.

poster artists are now using this appliance instead of wash materials for the securing of the beautiful rounded blacks, whites and the smooth graduated toned surfaces which can readily be secured with a little practice. However, in the better class of card work, the air brush work is more effective by the quality of the work rather than by the



NO. 6—SYMBOLICAL ORNAMENTATION.

quantity. Hence my admonition that the "hose" be not laboriously played, but merely used for a little shading of the letters or in giving an effective tint of a delicate nature to the background. Air brush work is pure and simple ornamentation on the better class cards which I have in mind.

The example illustrates what I mean by the use of the air brush in an ornamental sense, and it may readily be seen that such air brush ornamentation backs up the subject of the advertisement by strengthening the appeal.

The variety of cards which may be made with pen, brush and air brush is practically without limit. There are many styles which are in use depending upon the grade of the merchandise and the class of advertisement for which the cards are on view. It is out of the question to give examples of these various different kinds, because we are primarily concerned with department store advertising cards only. Nevertheless, it is generally admitted a good department store card writer can easily devote his energies and talents to a specialization of the card making which best serves any particular purpose or line of goods. Accordingly, the general principles here explained apply to other lines, as well.

Just as there are various needs or apertures of air brushes throwing needlelike or pencil-like sprays, just so there are opportunities for the dainty suggestive touches, with the air brush, which have always seemed to me to be the most effective; or there may be the solid surfaces which I do not think are so advisable for department store card writing purposes by reason of the time necessary to complete such work.

As I am to give several examples of cards in my subsequent articles which combine the use of the pen, brush and air brush, I will present a simple example at this point and endeavor to embody all the features which I have emphasized up to this time. Namely, the right back ground for the better grade of cards, care in the composition of the "copy," use of a significant lettering for the writing of the "copy," as well as a symbolical ornamentation and border lines with such effective air brush touches as may assist rather than detract from the effectiveness of the example.

It may be that many of my readers will not approve of the designs of my cards, but I sincerely trust that my theory has not been amiss, and that others practicing what I have preached will "Play de banjo better now dan him dat taught me do."



Plate No. 9302. A Spring Display by L. A. Manne for Chas. Trankla & Co., Grand Rapids, Mich.

Here is shown a very pleasing little spring window. The main scheme of decoration consists of two large columns of a plain design and these are connected by a realistic picket fence behind which is growing an old-fashioned garden of sunflowers, asters, etc. In front of the fence is a narrow strip of moss from which ferns were sprouting. In front was a plain bench on which was seated a wax figure and another wax figure was standing close by. In the middle of the back was a high post surmounted by a decorative bird-house. The whole effect of this display was excellent.

Merchant Attends the Koester School



Mr. E. G. Nelson of The Wilson Dry Goods Co., Boone, Iowa.

Mr. Nelson, appreciating the value and importance of harmonizing the three principal factors in retail publicity, attended the Koester School during the early part of 1915 where he secured thorough training in Retail Advertising, Window Display and Show Card Writing. Read what he says about the School after having used Koester Methods in his business for nearly a year.

The Koester School,
Chicago, Ill.

Boone, Iowa, Dec. 18, 1915.

Gentlemen—The Koester School certainly deserves congratulations for its most excellent program of instruction in Advertising, Window Trimming and Show Card Writing Courses; and its efficient staff of instructors. The practical training I received in your school, although I had many years of mercantile experience before attending, has helped me wonderfully in the promotion of our business. The fundamental principles derived from your practical Advertising Course have been of untold value to me; and I will say frankly, that any merchant who wants to handle the publicity end of his business can get the right training at the Koester School.

Yours very truly,
(Signed) E. G. Nelson.



A June Bride Drape made by Mr. Nelson after completing his training in publicity work at the Koester School. The drape was made without cutting or otherwise injuring the materials used.

Merchant Sends Son to Koester School



Mr. Roy E. Braman of Braman's Department Store, Mitchell, Ind.

Mr. Roy E. Braman is a son of Mr. F. R. Braman of Braman's Department Store, Mitchell, Ind. After completing high school Mr. Roy Braman entered the Koester School for a thorough training in Retail Advertising, Window Display and Show Card Writing, in the early part of 1915.

Mr. C. M. Braman, an older brother, is also an active member of the firm.

The father's idea of fitting his sons for important positions in his business is an excellent one, and is being adopted by many merchants over the country.

This is what Mr. Roy Braman says:

The Koester School,
215 S. Market St., Chicago, Ill.

Mitchell, Ind., Dec. 18, 1915.

Gentlemen—It is a source of pleasure and satisfaction to me to have had the opportunity of attending the Koester School. After completing high school, it was father's idea to give me commercial training that would enable me to take charge of our advertising, window display and card writing for our store. I feel greatly benefited by the training I received at your school, and know that in years to come it will be of even greater value to me.

It is my advice to all young men who contemplate retail merchandising as their life's work to enter the Koester School—a school not lacking in its methods or faculty.

With best wishes I remain,

Yours truly, (Signed) Roy Braman.

Merchant Sends Employee to Koester School



Mr. Cecil Anderson with The Nelms & Blum Co., Greenville, Miss.

Mr. Cecil Anderson, with The Nelms & Blum Co., of Greenville, Miss., attended the Koester School during the summer of 1915, taking Retail Advertising, Window Display and Card Writing. Mr. Anderson came to the school at the personal direction of Mr. Blum of the firm.

Note what Mr. Anderson says after having charge of the publicity department of his firm for several months.

The Koester School,
Chicago, Ill.

Greenville, Miss., Dec. 17, 1915.

Gentlemen—It gives me great pleasure to recommend the Koester School to any one who desires to get out of the low salary rut and into one of the more important positions in the store.

I consider a course in the Koester School the best investment any young man can possibly make. Your instruction is personally given by competent teachers who are quick to understand the needs of the student, and who strive unceasingly to satisfy those needs.

Wishing the school the success it truly merits, I remain,

Sincerely yours, (Signed) Cecil G. Anderson.

For further information about our courses write to

The Koester School - 215 S. Market St., Chicago, Ill.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF

When Springs First Stirs With Promise of Brighter Skies and Balmier Zephyrs, then fancy turns to the new in fabric, in styles, in everything for the adorning of womankind. Tomorrow the first blossoms of fashion shall be shown here. It will be an exhibition worth coming far to see for its evidences of the developments already assured and for the foreshadowings of others that are just peeping forth.

The New Millinery, a First Flight—Hats gorgeous with roses, dahlias and clematis, duskily rich or glowing with color. Others with wheels and rosettes of ribbons and velvet, with fly-away bows, with sedate wings and fancies. Straws of satiny finish or the dull tones of tagal and hemp split straws and round, fine or coarse, tailored or for dress. Small shapes notably a new long turban which has been variously called "The Submarine," "The Dirigible," etc. A fair showing of larger modified sailors and pokes, less severe in type than those of an older season. There is more than a hint of lower crowns which are so generally becoming.

Spring Suits of Loom Knit Sport Fabrics—$19.75 instead of $25 and $30. One of those advance sales that are making records for the Suit Store. For these suits are made upon the advance lines for spring and of the fabric and in the colorings that have every promise of the greatest popularity. They are exactly the suits that will be shown later as the new thing for spring—and that will have to be sold at full prices. These are the maker's remainders of fabrics, after completing his spring orders ready for shipment. They are disposed of to us at a figure, because they will not interfere with the large orders of leading houses elsewhere. There will be no "reorders" at this price.

New Millinery of Rare Charm—Hats, Trimmed and Untrimmed—A smart new shape in close-fitting Turbans with a flaring line at the top. New sailors and sailor types, of straw or straw and silk, or all silk. New flat trimmings, smartly applied. New colors, and very charming. That is the story of these first flowerings of fashion in millinery, fine examples now on show in the Ready-to-Wear Millinery Section. New turbans, sailors, toques, poke shapes, etc., of all silk or silk and straw, some of all straw, variously trimmed with flowers, ribbons, loops, etc. $2.98 to $7.50.

New Dresses That Look as If They Had Stepped Out of Lovely Old-Time Pictures—One is an afternoon dress—a soft, brownish gray taffeta, with rows of ball buttons and tucks for its only ornamentation—exactly like something out of an 1860 portrait, so quaint and old-fashioned is it. So is another frock of taffeta with rows of narrow velvet. Other new styles are of charmeuse combined with crepe—one with a long sash crossed and tied in front; one with silver tracery and blue and gray shaded girdle; one with a tunic. In these last styles the old-fashioned effect is due to the colors—often soft, cool or warm grays. The prices are $27.50 to $42.50. Also, we have in some very good and seasonable suits of navy and black diagonal cheviot; some with fur-edged military collar, for $12.50.

It Is a Delight to Choose Baby's Clothes Where the Prettiest Are—Mothers tell us that we have more different kinds, more practical helps, and more exquisite work put into each tiny slip and sacque, than they can find in most other places. Softest of embroidered dresses, petticoats, skirts, bands, wrappers and sacques and bootees, blankets and quilts, and a great variety of charming white nursery furniture ready to choose from, and a goodly assortment of things at moderate prices. We will trim to order any of the nursery furniture shown.

Children's Pique Dresses for Spring—For little lads and lassies of two, three and four years have come some rather charming Russian dresses of white pique, a new variation from their regular Russian style being the dainty ornamentation of hand feather stitching and French knots in either white or blue. Price, $2.25.

2,300 Pair of Women's Shoes at $1.85—Half price or less. These are broken lines taken from stock and reduced; not all sizes in all styles but fine picking. Patent leather, black calfskin and black kidskin in button and lace models, some with black cloth or colored cloth tops.

Out of a Thousand Spring Suits You Would Choose These as New—These are suits that will look the part of fashion through the spring, that will never be "freakish," yet will always be distinctive and smart. The designers have caught the prophecy of fashion and made it real.

6,500 Pair of Women's Shoes at $2.85—A little above half price. Clean-up of a factory that makes only high-grade footwear. Patent leather and black calfskin, button and lace styles; black kidskin in button style, with low heels; some with dull leather, others with black cloth tops. All sizes and all widths to start with.

Spring Coats for Women Are Very Smart and Many Are Going South—The change to spring coats is so refreshing—the lighter, softer fabrics, the new colors, the pretty bright touches on the dark cloths, the odd flares, the spreading collars—many delightful new features are evident. Coats from $10.00 to $37.50. These include serge, Bolivia cloth, gabardine, checks in various sizes, poplins and bright-toned golfines, varying from hip-length to knee-length, and all beautifully lined.

$1.50 to $3.95 Porch and House Dresses, 85c.—About a thousand of these trim, smart little wash frocks, including a special purchase and a clean-up from our own stocks. Some of them have contrasting trimmings, some of them vestees and collars of Swiss and embroidery, some have touches of lace. Every one is dainty and attractive, suitable for any woman's wear in her own home; some of them would not look out of place on the street. Some samples, very special value. They are made of fine striped ginghams, plain chambrays, cotton serges, lattice check percales, fancy stripe percales, a few of lawn. Many in shepherd check; most of them light colors with pretty shades of pink, blue, gray. Sizes from 16 years to women's 46 bust. None C. O. D. No mail or telephone orders. None credited or exchanged.

We Are Ready to Show You New Spring Suits for Young Women—Instantly interesting with their many new touches—little short jackets with their ripply lines, new belts, narrow widths, and pockets in unexpected places. And the jacket linings are so spring-like—flowered crepes of lovely novelty silks. Skirts are fuller and much wider and still short. There is plenty of blue serge. There are lovely novelty fabrics, too—soft woolens in checks and other designs. And as to colors, there are many dark blues and browns. Prices start at $40 and go to $62.50. 14 to 20-year sizes.

Choose at $15 from All the Women's Raincoats—They have come down very sharply. Smart English cravenetted cloth raincoats, plain colors and overplaids and checks, fine imported gabardines and unfinished worsteds; also beautiful rubberized silk coats. Most of them are broken in sizes.

Colors Rival White in the New Spring Blouses—You'll find some of the most charming French combinations here in tailored waists of handkerchief linen—rose with blue collar and cuffs; orange with lavender trimming; rose combined with green and other artistic effects in colorings. Also lovely models of fine voile, in mais and flesh, beautifully frilled; and some of the daintiest white voile waists, hand-embroidered and with lovely drawn-work designs. Prices $3.00 to $7.50.

Lovely Crepe Georgette Blouses—New Models Arriving Daily—Just now the new high colors are claiming the most attention—rose, coral, flame, China blue, also lovely soft tints like peach, bisque and shell pink. Some are most exquisitely hand-embroidered; little fluffy differences in collars are numerous, and the various full frills are very soft and becoming. Little plaitings are used with good effect, and some of the combinations of crepe Georgette with pussy willow taffeta are real creations of art. The prices range from $5.50 for the simpler kinds, to $15.75 for those of greater elaboration.

$5 for Salon Hats, Recent Models, Were $14 to $25—About 55 hats, mostly in small turbans, including black and colors. Variously trimmed with ribbons, with loops and bows, some with fancies and flowers. Copies of imported hats, styles that should give fine service throughout the later winter and until Easter. Each one with the air of distinction so characteristic of Loeser Salon Millinery and each one a fine value to take the place of hats that have given service for the earlier winter. None C. O. D.

New $5 and $6 Millinery—Plenty of people are wearing straw hats now! Some of the hats are all straw, some of straw and satin combined. They are in small and large shapes,

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Spring Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. It's use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading display men throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Illustrated Booklet

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one to-day.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

Culver NEW YORK



Another Exhibition of High Class Modeling in Wax — by Culver
LET US TELL YOU ABOUT SOME OF OUR NEW FIGURES
IRWIN G. CULVER CO.
60 East 8th St., New York



No. 300. Size 3x5 ft., each.....$7.50



No. 301. Size 3x5 ft., each.....$7.50



No. 302. Size 3x5 ft., each.....$15.00



No. 303. Size 3x5 ft., each.....$7.50

All scenes shown here are in oil.

Water color is the same price.



No. 304. Size 3x5 ft., each.....$7.50

Beautiful Modern Art Panels

The small reproductions above show a few of our modern art paintings. These are originals painted in oils and should not be confused with the cheap painted scenes copied from theatrical settings.

Each of the above is done in spring tones in the rich and striking colorings of the modern school of art. The black and white reproductions give but a faint idea of the beauty of the originals. If desired we can furnish any of these in monotone or in any special tints to match a special color scheme. Paintings like these will fit in with the finest settings and give tone to the most expensive merchandise. They are of a character that even an art critic will be compelled to admire, yet the prices are most reasonable.



No. 9

We can furnish painted scenes of all sizes and of any subject at reasonable prices depending upon the size and amount of work.

Order by Number and Order Early

No. 9—This handsome background panel is 5½ ft. high by 4 ft. wide, made of "Upson Board" and reinforced by strips of wood at the back. The colors are nicely blended and the dainty design at the top produces a very sightly effect. Price, including brackets at sides, each.....$6.00

The drape of velour shows how clothing stands out in contrast with this background.

No. 2—This head in relief plaster offers many possibilities in the arrangement of special setting. Size 25½ inches high x 8¾ inches. Price, each, net.....$4.00



No. 2

The Bodine-Spanjer Co.

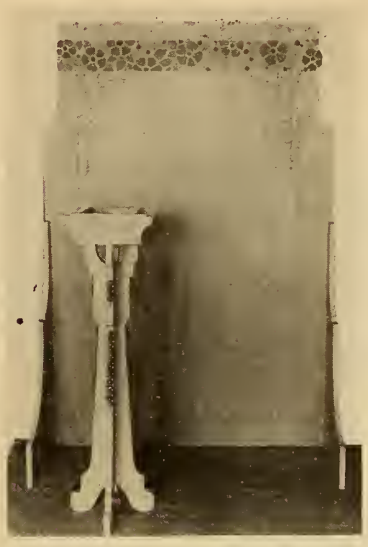
1160 Chatham Court CHICAGO



No. 1—The above cut in relief plaster is very beautiful for caryatid, plaster decoration, etc. Size 42 inches high, 15 inches width.
Price, each, plain, net.....$ 6.00
Decorated in bronze or color, net 10.00



No. 3—This panel is beautifully done in blended colors and edging in relief, touched with gold. This is exceptionally good for use hack of a special display of neckties, hosiery, etc. Size 4 ft. high by 2 ft. wide.
Price each$3.00



No. 8—This beautiful background panel is 5½ ft. high by 4 ft. wide, made of "Upson Board" and reinforced with strips of wood at back. Colors beautifully blended and design at top in three colors.
Price, including brackets or dividers at side, each$6.00
Flower stand and box made of wood and beautifully colored. 3 ft. 4 in. high.
Price, each$2.50



No. 6—This beautiful vase is made of plaster, very strong, and comes in two sizes. Just the thing to use on floor of window.
8 in. diam. x 20 in. high, each, net$3.50
12 in. diam. x 30 in. high, each, net 4.50



No. 3—The above flower urn is made of plaster, very beautiful for window decoration. Size 16 in. diam. x 7 in. high. Price, each, net.....$2.25



No. 5—Above urn or flower box, made of plaster, is a very good design. Size 7½ in. x 11 in. x 4 in. high. Price, each, net.....$2.00



No. 4—This urn is made of plaster and very effective. Size 12 in. diam. x 6½ in. high.
Price, each, net.....$1.90



No. 7—This cut shows two beautifully modeled stands, made of alahaster, and piped for wire, if used for lamp. Good standard for fixture.
Size 23 in. high, each.....$4.50
Size 19½ in. high, each..... 3.75

These Beautiful Pieces Will Help Make Your Spring Displays Sell More

The decorative pieces shown on these pages will give you an idea of the beautiful window ornaments we carry in stock. With the use of a few of these pieces you can add wonderfully to the attractiveness of Spring Windows. You can build beautiful pergolas by using the heads on posts, supporting beams, etc. The urns, vases and other pieces can be used in many ways.

Every piece shown here is artistically perfect in design and finish and all of the items are of a standard sufficiently high to pass the most critical examination. This is the class of decoration used in the finest stores in the country yet the cost is within the reach of any merchant who appreciates good windows. Any of these items can be used many times.

Always Order by Number and Order Early

Do Not Fail to Visit Our Show Rooms and Studio When in Chicago

THE BODINE-SPANJER CO.

Designers and Mfrs. of Decorative Backgrounds for Show Window

Phone Diversey 2585 **1160 Chatham Court** **CHICAGO**

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court.

M. P. STAULCUP, Eastern Representative, 44 East 23rd St., New York, N. Y.

are in styles useful for tailored or dress occasions, and in addition to black you may have the pretty reds, browns and blues that are so much liked.

Women's $6 Boots for $3.35—At the six-dollar price these boots were as fine as any footwear ever sold for the money. At tomorrow's special $3.35 price they are a splendid investment for any woman who has use for an extra pair of fine shoes at this time. Fine calfskin walking shoes with Havana brown buckskin tops. Button model. Narrow, plain toes. Soles are light weight, welted and stitched, close trimmed. A fair range of sizes.

16,000 Pairs Men's Silk Half Hose at 35c, 3 Pairs for $1—Regular 50c hosiery, offered at this low price because they are slightly imperfect. Clocked, fancy and hairline striped seamless full fashioned silk hose. Plain colors and in black or white. Also—Plaited silk and lisle full fashioned hose in black and colors. Judging by present market conditions, this will very likely be the most important hosiery offering this season.

A Remarkable Sale of Summer Dress Cottons will be held tomorrow and Tuesday, when a large quantity of embroidered and other fancy cotton fabrics (many in exclusive styles and all eminently desirable) will be offered, arranged in dress lengths, at prices ranging from $2.45 to $8.50 per length, being considerably less than the figures usually quoted for cotton fabrics of these superior qualities.

Advance Assortments of Woolen Dress Fabrics just received from the leading foreign and home manufacturers, are now being specially featured. Among the new textiles shown, many of which have received the cachet of approval from the style arbiters of Paris, are Jersette, Gabardine, Silk-faced Duvetyn in the fashionable vivid colors; checked velours, and a large variety of black-and-white effects in checks and stripes.

A Sale of Silks Without an Equal—Conditions being as they are—a rising market, a shortage of dyes and a scarcity of some of the more desirable silks, this sale is all the more remarkable in that it has in it thousands of yards of high-class, perfect silks at very great price reductions. It includes silks purchased months ago; odd lots bought from manufacturers at special prices, and silks taken from our own stocks. A partial list:

Women's New Dresses That Are Inexpensive—Four styles for afternoon, one for evening, and each only $12.50. The afternoon styles include a taffeta with the new high wrinkled collar and full sleeves; a taffeta with a sleeveless tunic; a crepe de chine with skirt and jacket both box-pleated, and a second crepe de chine with a loose jacket, whose front end turns into a sash, this last style being edged with fur. Each comes in navy, black, green, brown and rose. The evening frock is very simple and charming—just chiffon and ribbon over accordion-pleated china silk. Flesh-color, pink, white, blue, green and yellow—and there's nothing nicer for the woman who prefers variety in her evening outfits.

Daily Bloomings of Hats—Each day sees the moderate priced millinery salons brighted by the addition of a small but well chosen group of spring hats. Rarely do you see two alike. Graceful sailors, smart toques, turbans and small hats, soft sport hats, hats of silk enmeshed in straw, satin or faille hats with straw flowers, every new shape. Prices $6 to $15.

Silk Petticoats $1.98 to $2.98—Easy to match up the exact color of the tailored suit, if you want to do it. Equally easy to find a striking and pleasing contrast in high colors, fancy stripes or plaids. This is all the more remarkable that these are new styles, made with fitted tops, flaring flounces, pretty ruchings and frillings. Messaline, taffeta, silk or wool jersey tops with flounces of messaline and a gamut of colors like an artist's palette. It is no wonder that women wonder, admire and buy every time they see this display. Tailored flounces, new styles of plaitings, tucked flounces with plain or fancy ruffles, set on straight or festooned—these are special purchases, samples, and the like, and, therefore, many styles usually much higher are included.

Just from Paris; Embroidered Organdies—Nothing could be more springlike than these new crisp French organdies with their quaint little colored blossoms and green leaves sprinkled over the surface, and there are wonderful possibilities of color schemes in combining them with other materials. They have a softer finish than last year, making them even more attractive; they are 40 inches wide and moderately priced at $1.25 and $1.50 a yard.

New Silks for Springtime—Appropriate also for those planning a Southland trip and for the woman who will remain in the city to take advantage of the unsually long social season afforded by the late Easter. All silk 40-inch new printed Foulards, $1.50. Scores of the most charming new patterns, developed upon the correct color grounds, the greatest originality of design we have seen for many years. Foulard silks will more than usually be in fashion this year.

Crepe de Chine at 38c (Silk-and-Cotton)—Now and then only, in the case of a special purchase, does the price of this pretty crepe de chine go as low. This is one of the times, and there is a new shipment in with all the most asked-for light and dark shades for street and evening frocks, also black and white.

New Mesh Veilings—A spring and summer of attractive veils is predicted and some of the advance styles of new veilings will be ready here tomorrow. Among the newest are medallion veilings, in various meshes with fancy medallions, chiefly of large size, which show to advantage when correctly worn. Others show attractive embroidered designs, chenille dots, etc., and there are many new styles of octagon, hairline, plain and fancy mesh veilings in spring colorings. 12c to $1.98 a yard.

Loeser-Standard Suits and Overcoats at $25—Many clothes seem to have been designed solely with the idea of attracting attention. Loeser-Standard Suits and Overcoats at $25 are designed to divert attention from mere clothes to the man inside them. The halo which your personality casts about you is not obscured by the unimportant details of a suit or an overcoat. This we know to be a triumph of designing. It is obviously the right method, but few clothes ever reach such a standard. Those which have done so in the past have generally been the costly product of a few fine custom tailors. Now it is possible at an outlay so small as $25 to secure this much-desired effect. In addition you are assured of the utmost durability and the finest tailoring to be had at near the price. Is it surprising, in view of these achievements, that we can announce with confidence that these clothes establish "a new standard of value at this price"? Suits and overcoats of every type, $25.

Sale of Men's Shirts at 95c—Such shirt value seems impossible just at this time. Take advantage of this timely offering, by purchasing several shirts at this low price. The assortment includes shirts of woven madras, finished in workmanlike manner, and made from materials designed expressly for soft cuff shirts. Also pleated and stiff cuff negligees, produced by one of America's master shirt makers. Every size neckband and sleeve length included. Only two makers contributed to this sale. This fact offsets any possibility of your shirts being cut over different measurements.

Over 2,000 $1 and $1.50 Shirts for 79c—Made by one of the best shirt makers in America. Not stock "trade marked" shirts, picked up at random in the market, but every shirt was made expressly for us with our own "large body" measurements and bear the Loeser label in the plain negligee style with soft or stiff cuffs attached. Materials are excellent grades of woven and printed madrases, in light grounds with neat stripings, in various groupings in black, blue and lavender. The fronts of the shirts have box center plait, finished with best pearl buttons; stripes are properly matched on cuffs, inside and outside, and all shirts have been hand ironed.

Voiles—Have you ever imagined how beautiful a calla lily would be in colors? You can see it in beauty almost startling in borders of some of the newest embroidered voiles. Pale pinks, lavenders and blues on white grounds with white on tinted grounds to afford variety of choice. Dress cottons, second floor.

Corduroy and Velveteen Remnants—So much has been used of both these velvet pile materials this winter that there is an unusually large and fine collection of remnants, and there is a chance for splendid economies in the prices. Lengths for women's coats or skirts, for children's dresses, coats and suits and trimmings. All colors and black.

Half Silk Marquisettes, 75c; Exquisite Dreamlike Fabrics—But with an astonishing amount of real service concealed in their sheer meshes. They are beautifully woven with the familiar square mesh and are marvelously and brilliantly lustrous. Singularly adapted for evening frocks, especially for debutantes and the younger set, and a matron also will lose nothing of her youth in a gown of this fabric. White or tinted grounds, plain or color striped, and scattered over with wraithlike misty blooms in pastel tints, roses, clusters, daisies, etc. Some wonderful effects in maize, ciel, orchid, heliotrope, pink, etc. New this season and capturing the fancy of everyone who sees them. Full yard (36 inches) wide and 75c a yard.

Another E. T. S. First Prize Man



He won this beautiful silver cup in the recent Jersey City Holiday Window Trimming Contest.



THIS is Mr. Earl Hamilton, who came to the Economist Training School from Nampa, Idaho, to take the personal instruction course.

He enrolled in November and began class work immediately. He brought some real ability with him, naturally, and, adding to it energy and perseverance, he started in to get all the expert and experienced guidance and direction offered by his instructors.

They knew what to teach him and they knew the best methods. They trained him in a special way to do special work in a special way. He can do it. His class records show that he can.

The week prior to Christmas Mr. Hamilton dressed the windows for the Elite Shop, Jersey City, N. J., and won the cup offered for the best window.

The following men, well known throughout the country as authorities on window trimming, judged the contest:

William Tishman, President of the Display Managers' Association of America.
Wm. F. Allert, publicity manager of the same association; display manager for R. H. Macy & Co.
Harry F. Bird, display manager for John Wanamaker of New York.
J. W. Hahn, representing Women's Wear.

They awarded on sheer merit, carefully considering background, color scheme and arrangement of merchandise—points that make a window attract attention and sell goods.

The Economist Training School is pre-eminent in turning out men who are able to do things—the kind of men progressive employers are looking for every day. You can be one of these men any time you choose. Just bring with you what Mr. Earl Hamilton brought last November—energy, perseverance, and a determination to "get there"—and let the best men in the business help you—the instructors of the Economist Training School.

Merchants are calling constantly, at this office, for men; they are constantly phoning, writing and telegraphing for Sales Managers, Display Managers, Advertising Men and Show Card Writers. They know we are training the best men and training them in the best way. You ought to be one of the men! If you want to be, study our catalogue. It will be sent free on request. It tells about us and our work and methods. You will see in it a list of our graduates who are making good, holding good, well-paying positions. You can write to these men, if you wish. They will tell you what we are telling you—that it pays to take training with a school that leads in men, in methods and in reputation.

The coupon is the first step. Send it today.

NOTABLE PRIZE WINNING RECORDS MADE BY E. T. S. GRADUATES AND STUDENTS IN 1915.

Harry W. Hoile, Display Manager, Loveman, Joseph & Loeb, Birmingham, Ala., winner sweepstake prize, $300, Edison Phonograph Display Contest.

A. J. Edgell, Manager Display Bureau of Society for Electrical Development, New York, winner of first prize $1,000.00 Rice Leaders of the World Idea Letter Contest.

J. H. Farrar, Display Manager, Guggenheimer Co., Lynchburg, Va., winner first prize $500, Waldes & Co., Koh-i-noor Window Display Contest.

Carl Ahlroth, with the Union Clo. Co., Columbus, O., winner of $500 cash price Rice Leaders of the World Window Display Contest.

Edw. C. Lee, 467 King East, Hamilton, Ont., winner of first prize, $50, McCall Pattern Co., Window Trimming Contest.

The Economist Training School, New York:

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ED. O'MALLEY
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International Association of Display Men

CHM. PROGRAM COMMITTEE
GEO. H. LAMBERTON :: Chicago

CHM. EXECUTIVE COMMITTEE
B. J. MILLWARD
St. Paul, Minn.

CHM. MEMBERSHIP COMMITTEE
J. E. HANCOCK
Charleston, W. Va.

CHM. PUBLICITY COMMITTEE
D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE
A. E. HURST
New York

Committee of Seventy-five

HAVING been appointed chairman of the Committee of Seventy-five who are to join in a great concerted movement to swell the membership of the International Association of Display Men, I am taking this opportunity to say a few words, not only to the members of the committee whose names appear hereafter, but to every display man in the country. I want to point out what a splendid organization our association is and to call attention to the wonderful work it is doing for us all.

I want to convince every display man who is a member of the association that it is not only his duty but that it is to his own personal advantage that he lend his best efforts to broadening the scope and the resulting mutual benefits to be derived from the I. A. D. M. through the increasing of its membership. And to those display men who are not yet members of the association I want to urge the real benefits to be derived from membership in the association.

The sole purpose of the I. A. D. M. is to advance the standing and welfare of the display man. And the way this is being accomplished is through education, co-operation and a better acquaintance and understanding between display men throughout the world. Already the association has been a wonderful help not only to its members but to display men generally. It has taught many of us to accomplish our work better and to be more useful to our employers. It has also placed us all on a firmer and more substantial footing in the business world. But it can accomplish twice as much if it has twice as many members and that is what the Committee of Seventy-five hopes to bring about.

It is our purpose to handle an educational campaign that will reach display men from one end of the country to the other. We want particularly to reach the man who has that "don't care" feeling regarding his fellow display men—we want to show him how much to his advantage it will be for him to meet his fellow craftsmen in a spirit of friendliness and co-operation and to convince him that it is only through team work such as the association represents that we can gain that recognition and standing which we justly deserve in the world of business.

Our Committee of Seventy-five working in conjunction with a Committee of Twenty-five in Canada intend to cover the continent as fully as possible. We are to organize branches in various cities, make plans to attend the next convention in Chicago next August and to help to give to the association such publicity as will place the I. A. D. M. in a position second to no other mercantile organization in the world. The advertising men have accomplished much and we do not want to be behind them or anyone else. To attain this end, we must have co-operation.

So now is the time to get together. Let us all throw aside personal animosities, if we have them, and all get acquainted—let us work together and from the great good we can do collectively each of us will receive his own personal benefit.

It was through my efforts that the first local branch of the International association was formed and I know whereof I speak. It was the getting together in Milwaukee of thirty men who did not know each other although for years they had been working at the same tasks, practically side by side in the leading stores of the city. Today they are one big family getting along on the best of terms. They now have much broader views, aside from the pleasure that always follows the acquaintanceship of men in the same calling and with common interests, these men have all reaped practical benefits through the exchange of ideas and information. The same thing has happened in every city where a club or branch organization has been formed.

On this committee I have placed a few men who are not members of the association but who on account of their geographical location and prestige are in a position to be a great help to us. I trust and believe that these men will willingly fall into the spirit of this movement and help us in bringing the display men of the country into closer touch through the association. The I. A. D. M. has done so much for display men as a class that it is up to every member of this craft to give to the association his fullest support. The best way in which this can be accomplished is through securing new members which should be an easy matter.

Hoping that I may have the support of all of the men I have appointed and with the assurance that at all times I will be found ready and willing to do what I can for the association as well as for individual mem-


No 51-16 / 103


No. S

Show Forms


No. 51 87


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Kindlimann forms have no patent on paper. The big difference is the style and workmanship difference, due to many years of keep-at-it and keep ahead.
Better forms than Kindlimann's cannot be made. As good service as ours is not rendered. We hang our bid for your business on these two pegs.

SEND FOR OUR NEW LOOSE LEAF BOOKLET

The J. Kindlimann Form Co.

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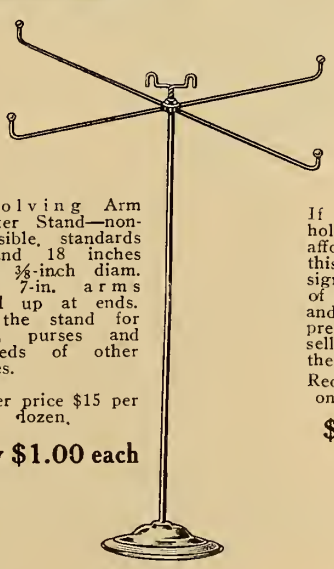
Display Fixtures Require Strength as Well as Beauty; Heagany's Fixtures Combine Both. Another Important Feature—They Are Lowest in Price


No. 408A

No. 408A. Draping Stand is the strongest one made. It has a ⅝-inch Cold Rolled Steel Tubing, ½-inch inside standard, adjusts from 30 to 58 in., 36 to 70 in. Cross bar ⅜ in. diameter, 26 in. long, turned straight up at ends. This is the greatest value in a display stand ever offered.

Price per doz.,
$14.50

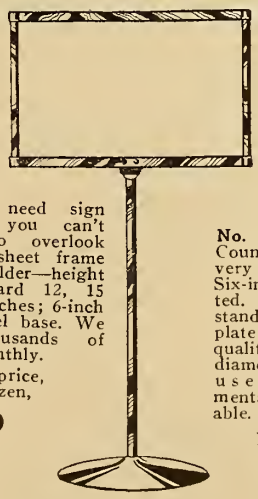
There is no comparison between these fixtures and the cheap imitations on the market.


No. 446A

Revolving Arm Counter Stand—non-extensible, standards 15 and 18 inches high, ⅜-inch diam. Four 7-in. arms turned up at ends. Just the stand for beads, purses and hundreds of other articles.

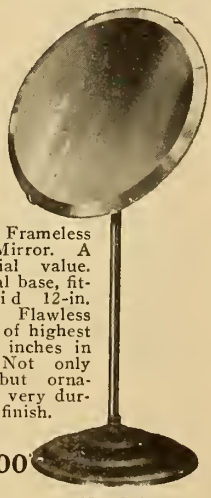
Former price $15 per dozen.

Now $1.00 each


No. 314A

If you need sign holders, you can't afford to overlook this ⅛ sheet frame sign holder—height of standard 12, 15 and 18 inches; 6-inch press steel base. We sell thousands of these monthly.

Reduced price, only, dozen,
$6.50


No. 201
Pat. Applied For.

No. 201. Frameless Counter Mirror. A very special value. Six-in. metal base, fitted. Rigid 12-in. standard. Flawless plate glass of highest quality, 10 inches in diameter. Not only useful but ornamental and very durable. Any finish.

Each,
$3.00

We make counter mirrors in combination metal and wood to match any finish in store fixtures. Send for catalog.

The D. J. Heagany Manufacturing Co.

THE ORIGINAL MAIL ORDER FIXTURE HOUSE

1121-23 W. Washington Blvd. CHICAGO

bers and all those who are members of the craft, I am and will be at all times,

Your friend and co-worker,

E. J. BERG,

Display Manager, Burgess, Nash Co., Omaha, Neb.

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Tom Allan, Phelps-Dodge Merc. Co., Douglas, Ariz.
James Ashley, The Fair, Gasken, Ind.
C. D. Asling, S. Heyman Co., Oshkosh, Wis.
C. E. Ackemann, Ackemann Bros., Elgin, Ill.
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J. H. DeWitt, Wallenstein & Cohn Co., Wichita, Kan.
Clark M. Else, Bush & Bull Co., Williamsport, Pa.
Chas. E. Ely, Model Clothing Co., Jackson, Mich.
S. Fenster, Isaac Baker & Son, Erie, Pa.
F. C. Felton, A. Polsky & Co., Akron, O.
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Carl Greer, Keith & O'Brien Co., Salt Lake City, Utah.
C. E. Green, H. Liebes & Co., San Francisco, Cal.
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Wm. D. Hamilton, Star Clothiers, Hutchinson, Kan.
Garry H. Hilgers, 138 North Hancock street, Madison, Wis.
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O. R. Jepson, Donalen & Co., Ottumwa, Ia.
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Carl R. Morganthaler, 820 Moffett avenue, Joplin, Mo.
H. J. Maki, Columbia Clothing Co., Duluth, Minn.
G. W. McFetridge, 2623 Columbia avenue, Philadelphia, Pa.
J. L. Nourse, Pegram Dry Goods Co., Muskogee, Okla.
Joseph J. O'Brien, Halle Bros., Cleveland, O.
R. L. Paxton, W. C. Stripling, Ft. Worth, Tex.
O. K. Payne, 1800 North Seventh street, Waco, Tex.
Robert J. Reed, Greensburg, Ind.
Floyd Ruthroff, Crews-Beggs Dry Goods Co., Pueblo, Colo.
W. E. Renauld, O. J. Gayfer, Mobile, Ala.
Frank C. Stahl, The Leader, Mankato, Minn.
E. F. Swank, Louis Bishof, Crawfordsville, Ind.
Arthur Sayles, B. H. Bladding Co., Providence, R. I.
Wm. M. Sheppard, Pelletier's, Sioux City, Ia.
Walter G. Smith, Gano-Downs Co., Denver, Colo.
M. J. Sues, Faley Bros., Houston, Tex.
A. G. Sten, 125 Delka street, Dubuque, Ia.
E. W. Softley, Hennessey's, Butte, Mont.
Reuben A. Skoglund, 1064 East avenue, Red Wing, Minn.
Aage E. Schiodt, 116 North Plumb street, Hutchinson, Kan.
Bert A. Smyser, Stone-Fisher Co., Tacoma, Wash.
Otto C. Smith, 139 Baltimore street, Cumberland, Md.
Malcomb J. B. Tremont, 685 Irving street, Portland, Ore.
Wm. H. Teal, La Salle & Koch, Toledo, O.
Hubbard Toombs, Stewart Dry Goods Co., Louisville, Ky.
Leo Van Coutren, Halliburten & Hartman, Brookfield, Mo.
H. C. Whitnack, H. B. Sykes Co., Elkhart, Ind.
O. E. Wheete, Hunt Dry Goods Co., Tulsa, Okla.
George H. Wilson, Gus Blass Co., Little Rock, Ark.
Morton M. Walker, J. L. Clalifoux Co., Lowell, Mass.
Harry B. Wiseman, Martin's Dept. Store, Grand Island, Nebr.
C. E. Wilson, Killian's, Cedar Rapids, Ia.

Tri-City Meeting

AT ONE of the most enthusiastic meetings of the Tri-city Association of Display men was held at the Harms' hotel in Davenport last month, for the annual banquet and election. Officers elected were:

President, Carl F. Meier; vice-president, Carl F. Farnberg; secretary-treasurer, Morris Cook. Directors, Paul H. Hinze, O. C. McClure, and C. Holmes.

After the election Paul H. Hinze, who has served as president for the past two years, was presented with a silver loving cup in token of appreciation from his fellow members. The cup was placed on exhibition at a local store.

The local club is also planning for an employment bureau and benefit fund to all members out of work, the money to be derived from a special assessment from the members. The members will also bring up the matter at the convention of the international association. Another meeting will be held February 14.



No. 312a. WILD ROSE VINE.
6 sateen flowers, 15 leaves.
Dozen yards $ 1.80
Gross yards 18.00



No. 310a. ROSE VINE.
3 nice open muslin roses, 12 leaves, roses in any color.
Dozen yards $ 1.50
Gross yards 15.00



No. 5214. CRIMSON RAMBLER GARLAND.
42 inches long, made of the best material. Color of flowers pink, tea, red or white.
Each $ 0.60
Dozen 6.00
Gross 60.00



No. 1. CHRYSANTHEMUM SHADE WITH FRINGE.
8 inches in diameter, made with solid asbestos and fireproof. Can be had in any color.
Dozen $3.60



No. 6006. DAISY SPRAY.
24 inches high. No cheap paper goods, but the finest sateen flowers are used in this spray; diameter of flower 3½ inches.
Dozen sprays $ 3.50
Gross 35.00



No. 171. LILAC SPRAYS.
Single, fine large clusters, lavender, pink or white.
Per dozen $ 2.00
Per gross 20.00

Our catalogue will Help You.

Our 1916 Spring Catalogue contains 36 pages full of designs which will be helpful to every Display Man in his Spring and Easter opening.

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. CHICAGO AVENUE CHICAGO

What is Going On

THE Booster Committee of One Hundred is actively at work under the direction of E. J. Berg and they are getting results. The Local Clubs are getting back into their stride after marking time during the holiday season. Enthusiastic meetings are being held and officers elected for the coming year.

I had the pleasure since January 1st of visiting Rochester, Buffalo, Erie, Cleveland, Columbus, Dayton, Johnstown and Lancaster, and things certainly are looking fine in these cities.

At Rochester a noon-day luncheon with Vice-President E. D. Pierce, H. B. Martin of the Executive Committee, President John Loock of the Flower City Association and a dozen members of that branch brought out the fact that Rochester will be well represented at Chicago. In the meantime they have some excellent meetings and an active campaign planned.

At Buffalo Clement Kieffer reported his progress toward a local and probably before this appears in print, Mr. Kieffer's efforts will have been successful. He certainly is an enthusiast.

Erie is being brought into line by George Cote, who helped a great deal in getting Scranton and Wilkes-Barre organized. Mr. Cote is some booster, so Erie will soon be with us.

At Cleveland things look fair and the first thing we know they will blossom out with a good big branch.

At Columbus the two Carls—Carl Alroth and Karl Roth, with Messrs. Downing and Myers, have their coats off hustling to bring the Columbus local to the convention thirty-five strong at least. "Enough said."

Dayton has about thirty-five members already, and W. L. Winning (President), P. E. Johnson and Bert L. Dailey have a hunch that there will be few people at the convention who will not know that Dayton "does things" when the Dayton Branch gets through.

At Johnstown I learned at lunch with about fifteen of the boys that we might just as well ship that cup for the local winning most points to Johnstown right now. They're after it again.

J. M. W. Yost, also known as the "Clean-Up Kid," says he is "only taking a few photos"—but he can take a lot between now and the convention.

At Lancaster we sat around in the former offices of President of the United States James Buchanan, where the Lancaster local meets (Can you beat that for class?), and heard President Harvey Shaar outline his plans for a big year. Jack Haines, who has been attending conventions since the Association was a mere child, told of the early days. Jack will be at Chicago and is going to bring all the Lancaster boys along.

A. J. EDGELL, President.

The Entertainment Program

ALTHOUGH the convention is still six months ahead the committee on entertainment has been busy preparing a schedule of events which will make the approaching meeting a memorable one. Naturally, at this early date it is impossible to set forth in detail the entire program as there still remains much to be done. However, a few of the features that have been determined upon may be mentioned. On Monday, the first day of the meeting, a moving picture of the display men taken on the lake front. This picture will afterwards be shown at the banquet. On Tuesday evening a complimentary "stag" will be given by the Chicago Display Fixture Manufacturers' Association. This will be an entertainment that will be looked back upon for a long time. Included will be professional wrestling bouts and some original features that will come in the nature of surprises. Of course there will be plenty of refreshments. An entertainment will also be provided for the ladies on Tuesday evening.

On Wednesday night will occur the banquet at which members, wives and ladies will be welcome. Following the banquet there will be a ball with dancing contests and prizes for the winners. It is intended to make this banquet and dance the big event of the meeting.

Ample provisions are being made for the entertainment of all ladies who attend the meeting and a special invitation is extended to every display man to bring along his wife with the assurance that she will not experience one dull minute while the convention lasts. They will have special headquarters in the hotel and a variety of trips and entertainments will fully fill in their time. The lack of system in the entertainment of the ladies that has prevailed at some of our former meetings will be more than atoned for in Chicago next August.

The Auditorium Hotel where the convention is to be held is under new management and has been remodeled since the last meeting was held there. Special low rates have been arranged for and all visitors to the convention will receive special attention. There are many other features that might be mentioned but these will be withheld until more definite arrangements have been made.

GEORGE H. LAMBERTON,
Chairman Program Committee.

Interest in the I. A. D. M. Increasing

INTEREST in the International Association of Display Men is increasing considerably. Enthusiasm is running high for so early in the year, and it is spreading to all parts of the country. I am daily in receipt of letters asking for information concerning the Association, and inquiries for application blanks. Some of these letters prove what has often been said, that display men do not read enough regarding their profession. The Association has done much to get the men interested. Trade journals have published many splendid articles regarding window displays and have also given the I. A. D. M. splendid encouragement. Yet there are men in the game who do not know that such an



An Artistic Display Stand

It has a handsome top or cross piece made of hard wood in a Circassian finish. The standard is substantially made of metal and well mounted. Write for prices and particulars.

Palmenberg

New York

Have your name entered on our lists for the catalogues we are about to distribute among interested and interesting display men everywhere.

J. R. Palmenberg's Sons

ESTABLISHED 1852

The Palmenberg Building

63-65 West 36th Street, New York

Factory: 89 and 91 West 3rd Street, New York

30 Kingston Street, 110 Bedford Street } Boston

10 and 12 Hopkins Place Baltimore



W. E. SEARS

A glance at Mr. Sears' letter here proves our contention that CHICAGO DISPLAY MANAGERS SCHOOL Men MAKE GOOD

OUR INSTRUCTORS HELPED THIS YOUNG MAN MAKE GOOD

Our classes for February and March are now forming to teach you the newest and most approved methods in show-card writing, window trimming, retail advertising and salesmanship

THEY WILL HELP YOU TOO

HENRY WEIL — M. F. WEIL

HENRY WEIL & SON GLOBE

CLOTHING, HATS, FURNISHINGS

MANSFIELD, OHIO October 10th, 1915

Chicago Display Managers School
W. J. Rutherford,
Dear Friend:-

I am enclosing pictures of window displays which I placed after completing a course with you, Also a picture of a special window display which won a prize in an International Competition, and I am writing to endorse your instruction, for I found it easy to learn Chicago big store ways for window trimming and show-card writing in practice with big store display men in your school; I can recommend your instruction to anyone who wants to get the best training for this work

Wishing you continued success and prosperity,
I am
Sincerely youre, W. E. Sears

Send for our new Reference Book—it is FREE and it contains 72 full pages of useful information about

CHICAGO DISPLAY MANAGERS SCHOOL



Chicago Display Managers School

304-306 West Jackson Street

CHICAGO ILLINOIS

organization is in existence. It thus remains for our members to do a little boosting by way of word of mouth. Nothing that could be written would reach some of these men, as they are not reading the right journals. Ask the men in your city; write to the one in the next city whom you happen to know, invite them to join the organization that is promoting their profession. *That* is *Boosting.*

ELLSWORTH H. BATES, for the past ten years connected with the display and card writing department of Younker Brothers in Des Moines, Ia., has recently taken charge of the department of interior display of the new Harris-Emery store in the same city.

IN STORES where prizes are offered for suggestions it is better not to have any fixed sum as the reward. It will be more satisfactory for all concerned if a prize is paid for every accepted suggestion in proportion to its importance.

Buffalo to Organize

A WELL-ATTENDED meeting of the display men and window decorators of Buffalo stores was held at the Chamber of Commerce January 20, when plans were discussed for the organization of a local club or association, which would also be a member of the International Association of Display men. Clement Kieffer, Jr., of the C. A. Weed & Company, presided at the luncheon and meeting and outlined the purposes of the new organization. A large number of Buffalo's biggest stores were represented, and it was the consensus of opinion that a local organization would not only be of great benefit to the men but to their employers and the public generally. Mr. Kieffer said no city in the United States, not excepting New York and Chicago, has any better dressed or more attractive window displays than Buffalo.

He declared that the formation of an organization as contemplated was along the lines of co-operation as advocated by the Chamber of Commerce in making a bigger, better, busier and handsomer Buffalo, and urged that Buffalo men organize a local club or association. Chairman Baxter of the acquaintance committee of the chamber gave an interesting address and urged those present to form an association, stating Buffalo is destined to be one of the greatest cities in the world and any movement that meant co-operation was a link in the chain of commercial supremacy which this city is bound to attain. Several of those present made addresses and it was agreed to hold another meeting February 14, when the plans of organization will be completed.

Among those present at the meeting yesterday were: Frank J. D. Schulze, W. L. Strong, A. J. Allert, L. McNamara, Henry C. Kraus, J. A. Cannon, E. J. Miller, J. E. Genrich, George S. Greenleaf, H. L. Cowles, C. A. Cook, C. H. Salkind, W. R. Lantaff, E. Clark, Harry T. Embree, Reading, Pa.; Emil Closckey, E. McEachmi, G. S. Robinson, G. J. Klein, Stephen J. Mahony.

A Birmingham Stunt

THERE is a live bunch in the local association down in Birmingham, Ala., that are always pulling off stunts that keep themselves and their work well in the public idea. A recent accomplishment of theirs was to get practically a full page of displays, made by the members of the local, reproduced in the leading Sunday newspaper. With the pictures was published an interesting article about display men and the big work they are doing. This kind of publicity is a big help in giving the display man his proper status in the world of business for the public is told of the real importance of his work.

A letter from Samuel Friedman, accompanying the article, states that the Birmingham local is flourishing like a green bay tree. All of the members are enthusiasts and the organization is running as smoothly as possible. They are planning on bringing a big delegation to the convention next August.

The Birmingham local publishes an interesting little monthly paper called "Through the Window." It is well edited and well printed and each number contains several readable articles on the various phases of window display. These articles are contributed by the members of the local.

California Display Men

THE California Display Men's Association, with headquarters at Los Angeles, held an election recently and the following officers were chosen for the ensuing year: President, Paul Lupo, New York store; vice president, H. R. Buchanan, the Mercantile Co., Long Beach; secretary, B. C. Hampton, Jacoby Bros.; treasurer, J. M. Walters, J. W. Robinson Co. With the exception of Mr. Buchanan, all are of Los Angeles.

Secretary Hampton writes that they are now starting in on an era of prosperity during which they intend to place their local association far to the front. The officers are issuing a monthly publication called the "California Displayman." It is a bright little sheet that is likely to interest every display man who sees it. The intention of the local association is to send a copy of this paper free each month to every member of the I. A. D. M.

Some Boosters

J. E. HANCOCK of Charleston, W. Va. (you all know this live wire display man), writes: "I have awakened this section of the country, and upon the announcement of the new Booster campaign I went out and got *twenty new paid applications in one day,* and there are more coming. Keep your eye on Charleston."

Henry J. Brooks of Whitewater, Kansas, says: "I will surely get three new members and have my name on the Honor Roll if I have to work day and night to do it."

This is the sort of spirit that will add dozens of members and much prestige to the Association.

What are *you* going to do?

LEARN TO

PAINT $IGNS and SHOW CARDS

THERE'S MONEY IN IT



I teach you during your spare hours at home—you learn all there is to know—the work is interesting and fascinating. You can make cards, price tickets, bulletins and everything needed in any retail store. Increase your salary. You can

Earn $18 to $45 a Week

You are taught in a practical way the newest and snappiest ideas in card work. I teach how to originate new things—and in a short time you can get an increase in salary. Hundreds of my students are in business for themselves. Why not do the same? Get school literature—it's FREE.

The Detroit School of Lettering
CHAS. J. STRONG, Founder
Dept. 1802 Detroit, Mich.

First in War
First in Peace
First in the Hearts
of All Window Trimmers!

Daily's Air-Brushed Cards and Scenic Paintings For Spring

will meet with the immediate approval of every window trimmer who appreciates the power of attraction embodied in well-trimmed and well-decorated windows.



Daily's scenic back-grounds fairly pulsate with the beauties of Nature—and throb with the spirit of Springtime.

Send to Dept. E-2 for our circular—see for yourself.

BERT L. DAILY
Advertisers' Bldg.
Dayton, Ohio



Use "Artisto" Valances

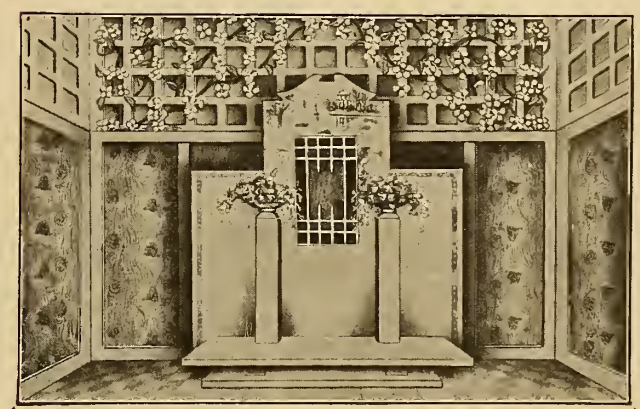
and add "CLASS" to your Store Front

They cost no more than the ordinary kind and you are insured against fading and destruction when cleaning.

Send for our Catalogue and prices or send us a layout of your windows and let us show you our idea of an attractive decoration.

Stock Valances by the Yard at Very Low Prices. :: Headquarters for Puff Shades.

The Window Decorative Works
Dept. K — 1258 W. 4th St., CLEVELAND, OHIO.



A Handsome Setting for an Easter Display

The blending of spring blossoms in brilliant colors; the white lattice work; the dark background of natural Circassian Walnut Paneling,—an ideal stage on which to display Dame Fashion's Easter Creations for man, woman and child. This is one of the many window designs that can be made of

CAREY
Ceil-Board
SUPERSEDES PLASTER
For
Backgrounds and Booths

Our handsome book, "Window Back-Grounds," contains complete working directions and specifications for this and many other window displays equally handsome, simple and inexpensive. Every display manager should own this book—full of valuable information to the profession. Write today for your copy. It will be sent free.



The Philip Carey Company
General Offices
1030 Wayne Ave., Lockland Cincinnati, Ohio
Fifty Branch Offices and Warehouses

Who Will Be Next on Affiliate

WE HAVE assurances from a number of cities that they have, or will organize a branch association in the near future. It is mighty encouraging, and we welcome you men. Join with us, help boost our profession. Remember, it does not cost much for a branch association to start. A little effort, that is all. The charter applications are $5 and that admits every member of the association to the I. A. D. M. The dues are $1 per year, per member. The President of your association automatically becomes a member of the Board of Directors. The power of legislation for the International Association rests with this board. They are the men who are interested in the association and will work out the salvation of the future of the organization. United we succeed.

Take a Day Off

WHAT was done in Charleston, W. Va., after a hard day's work for the good of the I. A. D. M.—assisted by Mr. H. C. Burkheimer, we succeeded in securing twenty paid up applications for the I. A. D. M., all of the new members representing the leading stores of the city. This makes a total of twenty-two members in Charleston and more to come in later.

We expect to organize a Display Men's Local in February and have started plans for a big style show this spring.

This demonstrates what can be done in a small city of 40,000 population. So *Get Busy,* boys, and help boost the association, do your part and help us reach the 2,000 mark by August 1st, 1916.

J. E. HANCOCK,
Chairman of Membership Committee.

The New Prize List

JUST a word about the prize list, that you will find on another page. This is the best and most comprehensive list of classifications we have ever offered. It covers nearly every class of merchandise. Many new features have been added, that we are sure will interest you. Photograph your displays, we want them, and appreciate your interest in these contests. If you can not get a photograph, draw an idea and submit it. We want new ideas. There are men in positions where they are handicapped. They cannot bring out new ideas they have, for several reasons. We want your new ideas, and offer prizes for them. The president and every member of the Executive Committee have helped to build this list, and are enthusiastic over it. We are pleased to give you this list so early. You can now prepare for it. Get photographs of your displays now, even if it is only a kodak picture; have it enlarged. Read over the rules and suggestions. They may help you.

Any information you wish will be cheerfully given. Do not hesitate. Join the Association now and meet us in Chicago August 7th to 10th.

P. W. HUNSICKER, Sec'y.

Joliet Elects Officers

THE JOLIET ASSOCIATION met in the Association of Commerce rooms and elected the officers for the ensuing year as follows: Trustees, J. A. Mitchell, Boston Store; F. S. Pratt, Dinet, Nachbour; Chas. Sheets, L. F. Beach Co. President, A. T. McKay, L. Stern & Co.; vice-president, S. Mittleberg, Geo. Ducker Co.; secretary-treasurer, R. E. Bassett, The Toggery. The committees will be named at the next regular meeting.

How About It?

HAVE YOU secured any new members yet? The waiving of the membership fee for a short time made a hit with many of the members and they are working hard to get new members before the fee is again in force.

All members who bring in three or more recruits will be listed on the "Honor Roll," which will be published in the Official Program at Chicago.

Will your name be among the live ones?

Almo City Comes In

THE Almo City Display Men's Association of San Antonio, Tex., is the first association to affiliate with the International in 1916. They come twenty strong. Matt Markusick is president, and I. W. Molauder is secretary. And with these enthusiastic men to lead, the Almo City association will prove a live one. The president writes me that they will have more to report in a short time. Welcome Almo City, we are pleased to have you with us.

OSCAR KLAUSNER, display manager for Newcomb-Endicott Co. of Detroit, was a recent visitor in Chicago. Mr. Klausner is a top notch decorator. A few weeks ago he was called upon by the Recreation Commission of Detroit to make an address before a large gathering in the Museum of Art. His subject was "The Home and Its Decoration." With the aid of furniture, draperies, panels, etc., he demonstrated and explained how rooms should be treated in the various period styles. Mr. Klausner is quite versatile in his accomplishments and in addition to his skill as a display man he is an expert fancy skater. His trip to Chicago was for the purpose of giving an exhibition of his skill on the rink of the College Inn, one of the most famous restaurants of Chicago.

PAUL H. HINZE, who for some years has had charge of the show windows of the M. & K. store in Rock Island and who was formerly the president of the Tri-City Display Men's Association, has resigned to start a window dressing service in the three cities, Rock Island, Moline and Davenport.

Worth Ten Dollars to Any Card Writer — the New LIGHTNING CARD DRYER

JUST ON THE MARKET — SPECIAL

POSITIVELY the greatest invention in a decade for Cardwriters. Something brand new—and different—an ingenious apparatus as necessary to you as your paint and brushes. Saves time! Saves space Saves work! Makes you 50% more efficient. Fully prepaid, Send only **$1.00** today.

ALTA SUPPLY CO. DEPT. M. 1028 MARKET STREET SAN FRANCISCO.

$1.00

Bradley Card Cutters

Be Sure Your Store Equipment Includes a

Bradley Card Cutter

A real aid to greater profit in every department of your store. Saves money by saving time, patience and material; and cuts your cards for every purpose as you want them cut. Don't struggle with the shears another year—

"Push Down the Blade and the Cut is Made"

on a Bradley Cutter. No ragged, uneven edges, no trying again to get it straight; cuts cards of all sizes and thickness, also cloth, celluloid, leather, etc.

Bradley Cutters are made in many sizes. A perfect Cutter for all around store work may be bought for **$7.25** to **$18.00**.

Write to-day for Circular with complete list of sizes and prices.

Sold by Office Appliance Stores and Printer Supply Houses Everywhere

Milton Bradley Company
Springfield, Mass.



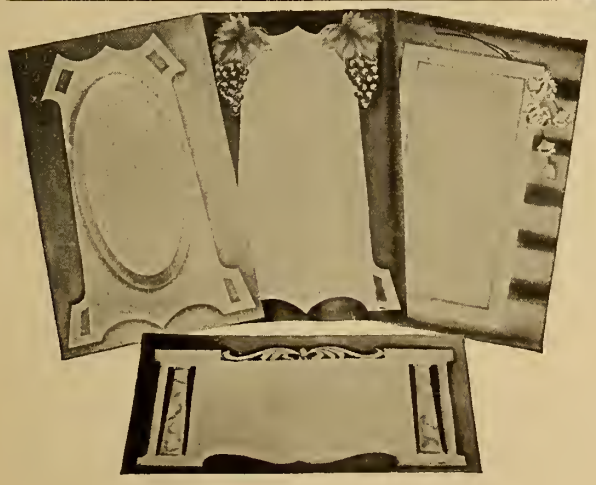


$1.00 BUYS COMPLETE SET of PURE RED SABLE ONE STROKE SHOW CARD BRUSHES

GUARANTEED to be the best Brush You ever used. Outclasses the old style "Rigger"

MY HANDSOME 96 PAGE CATALOG SENT FREE

Chas. J. Strong. Founder
DETROIT SCHOOL OF LETTERING
ESTB. 1899
DETROIT MICH.



Paasche's Famous 3 in 1 Air Brushes

THE BEST OF THEM ALL for Show Cards, Signs, Window Backgrounds and General Publicity Work!

These Cards Were the Prize Winners by R. J. Rogers

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

1st prize winner at the last great I. A. D. M. convention, Mr. R. J. Rogers, Middletown, N. Y., uses Paasche Air Brushes.
1st and 2nd prize winners 1914 convention used Paasche Air Brushes.
1st prize winner 1913 used a Paasche Air Brush.
There is a reason. Our perfect brushes produce perfect results.

Use Paasche Air Brushes and be a prize winner.

PAASCHE AIR BRUSH CO., Manufacturers
5 South Clinton St. - - - CHICAGO, ILL.

Send for latest circular of complete outfits

Rules of the Annual Contest of the I. A. D. M., 1916

THE annual contests are growing in size, interest and quality. And each year we are compelled to provide larger space for the contest matter. Profiting by past experiences, an effort will be made to have better arrangments for the exhibition of the photographs, drawings, etc.

Special efforts will be made to have the contest matter on exhibition during the second, third and fourth days of the convention.

Be sure to mount all photographs; they look better, and are more convenient to exhibit. Mount them on mounts not larger than 12x14, which will be plenty large for an 8x10 photograph. If you have smaller size pictures, have them enlarged. It will be to your advantage. They will show up much better, and the cost is not over 50c and in quantities you can get them for about half this price.

For entries in Class No. 39 requiring ten photographs, please have these tied together loosely in book form. Tie them loosely on the top or left side with a cord or shoestring. This can easily be accomplished by punching two or three small holes in the mat.

Be careful about firm names or signs appearing in the photograhps, or the photographer's name and city. These are marks that may lead to an identification. Have all such marks of recognition carefully covered over or erased. Any sign or mark of recognition will disqualify the entry. A small pice of paper pasted over such marks will be sufficient.

Send all matter prepaid to the Secretary a few days in advance, so that they will reach Chicago about Aug. 2 to 4. Send in care of the Auditorium Hotel. By being careful to observe the rules and suggestions closely it will assist greatly in making an attractive and valuable exhibit.

THE RULES.

Rule 1. All members in good standing attending the convention, are eligible to enter photographs, cards and drawings in the contest.

Rule 2. A committee on awards of twelve judges shall be appointed by the President. Classes to be divided as follows:

Three judges for classes Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13 and 14.

Three judges for classes Nos. 15, 16, 17, 18, 19, 20. 21, 22, 23, 24, 25, 26 and 27.

Three judges for classes Nos. 28, 29, 30, 31, 32, 33, 34, 35, 36, 37 and 38.

All of above nine judges to pass on Class No. 39.

Three judges for the remaining card classes.

Rule 3. All competing matter must be work that has been executed between the 18th and 19th conventions of the I. A. D. M.

Rule 4. All awards to be made by comparison.

Rule 5. Show cards, and price tickets must be work that has been used in show windows or interior displays, and made by the display man entering same, and not the work of a professional card writer or sign painter. First clause of this rule not to apply to class No. 42, which is intended to bring out new air brush designs.

Rule 6. The judges of these contests shall reserve the right to reconsider their verdict should the occasion warrant the same.

Rule 7. A photograph shall be entered in only one class. Should same be eligible to entry in any other classes, a duplicate photograph shall be furnished. All such duplicates will be returned to the member owning same.

Rule 8. All signs of identification on matter entered in any contest must be erased or covered over. The nom-de-plume and number of the class only shall appear on the contest matter.

Rule 9. The name and address of the contestant shall be placed in a sealed envelope, with the nom-de-plume written on the outside, and be filed with the Secretary until contest awards are made.

Rule 10. All entries must be in the hands of the Secretary by 12 o'clock noon of the first day of the convention, Aug. 7, 1916.

Rule 11. All matter entered in this contest shall become the property of the International Association of Display Men, to be used for educational purposes.

Rule 12. In case of a tie in points in either of the Grand Prizes, the Executive Committee shall review the entries of the contestants affected by the tie, and decide the winner.

CLASSIFICATION FOR PRIZE CONTEST FOR THE ANNUAL CONVENTION OF THE ASSOCIATION OF DISPLAY MEN AT CHICAGO, AUG. 7 TO 10, 1916.

Class No. 1—For photograph of best window display of women's ready-to-wear cloaks, suits, dresses, evening wraps, etc.

Class No. 2—For photograph of best window display of piece goods. (Silks, dress goods, wash goods, etc.)

Class No. 3—For photograph of best window display of millinery.

Class No. 4—For photograph of best window display of furs.

Class No. 5—For photograph of best window display of linens.

Class No. 6—For photograph of best window display of infants' wear.

Class No. 7—For photograph of best window display of lingerie or muslin underwear.

Class No. 8—For photograph of best window display of corsets.

Class No. 9—For photograph of best window display of handkerchiefs.

Class No. 10—For photograph of best window display of ribbons.

Class No. 11—For photograph of best window display of women's neckwear.

Class No. 12—For photograph of best window display of notions.

Class No. 13—For photograph of best window display of toys.

Class No. 14—For photograph of best window display of knit underwear or hosiery or both. (Men's, women's or children's.)

Class No. 15—For photograph of best window display of men's clothing.

Class No. 16—For photograph of best window display of boys' clothing.

Class No. 17—For photograph of best window display of men's or boys' hats or caps.

Class No. 18—For photograph of best window display of men's furnishing goods.

Class No. 19—For photograph of best window display of shoes.

Class No. 20—For photograph of best window display of books, stationery, sheet music or pictures, or combinations of same.

Class No. 21—For photograph of best window display of jewelry, cut glass, china or art ware, or combinations of same.

Class No. 22—For photograph of best window display of hardware, house furnishings or sporting goods.

Class No. 23—For photograph of best window display of furniture, house furnishings or sporting goods.

Class No. 23—For photograph of best window display of furniture, or musical instruments or combinations of same.

Class No. 24—For photograph of best window display of carpets, rugs and draperies or combinations of same.

Class No. 25—For photograph of best window display of drugs, patent medicines, druggists' sundries, cigars or tobacco or combinations of same.

Class No. 26—For photograph of best window display of groceries, provisions or confectionery or combinations of same.

Class No. 27—For photograph of best window display of luggage or leather goods or combinations of same.

Class No. 28—For photograph of best holiday window display. Any line of merchandise, or combinations.

Class No. 28—For photograph of best holiday window display. Any line of merchandise, or combinations.

Class No. 29—For photograph of best tableau display.

(There are many special displays arranged that tend to give the store general publicity, and to co-operate with some civic or charity function, or an occasion for a memorial display that really tax the display man's ability to the limit. These displays are very valuable in a general publicity way, and the association encourages them.

Class No. 30—For photograph of best drape.

(Note: This class is to bring out new drapes, on full forms, shell forms, fixtures, or any new propositions, or ideas. Photograph these drapes separately from other displays and do not confuse this class with class No. 2. If desired two photographs may be submitted to show both front and back of drape.

Class No. 31—For photograph of best and most attractive effect produced with artificial flowers, foliage, art paper, papier mache, plaster, scenic, or any other decorative accessories.

Class No. 32—For photograph of best exterior decoration of a store or public building.

Class No. 33—For photograph of best booth, or interior decoration of a store or public building.

Class No. 34—For photograph of best decorated float or automobile.

Class No. 35—For photograph, pen and ink, or water color sketch of best post, ledge or table display.

Class No. 36—For best pen and ink, pastel or water color sketch, offering a suggestion for a background for a window display.

(Award to be made on execution.)

Class No. 37—For the best suggestion for a window display, to be worked out in pen and ink, pastel, or water color sketch.

(This class is to draw out new ideas in the arrangement of merchandise, or working up ideas of connecting up window displays with advertisements, or otherwise popular songs or pictures. Mechanical display suggestions will be considered here. The judges are to consider this class upon the originality and practical ideas advanced, instead of the fine execution of the drawing. We want the new ideas.)

Class No. 38—For best drawing or sketch offering a suggestion for a float.

The winners of first prize in each of the above classes will receive a silver medal and ten points on the Grand Prize.

The winners of second prize in each of the above classes will receive a bronze medal and five points on the Grand Prize.

Class No. 39—For the best collection of ten photographs of window displays. Not more than three photographs of the same particular articles.

(Note: This is the sweepstakes class, and is designed to get the best average of the display man's ability, and is not designed to eliminate any specialty men from competing. As a display man in an exclusive hat store can enter three photographs of felt hats, three of straw hats, three of caps and another of some other distinct article that he wishes, such as umbrellas, gloves, bags, or anything he may choose to fill up his collection.)

First prize in this class is a beautiful loving cup and twenty-five points on the Grand Prize.

Second prize is a silver medal and fifteen points on the Grand Prize.

Third prize a bronze medal and ten points on the Grand Prize.

CARD CLASSES.

Class No. 40—For the best five pen-lettered cards, none to exceed a half sheet size. Any color card, any style of lettering, or any kind of a pen may be used. No borders, lines or decorations other than those executed with a pen must be used in the execution of these cards.

Class No. 41—For the best five brush-lettered cards, none to exceed a half sheet size. Any color card, or any style of lettering may be used. But all work must be executed with a hair brush and no air brush shall be used in this class.

Class No. 42—For the best five air brush designs suitable for show cards or price tickets. Any size or shape. It is not required that these cards be lettered, as the award is to be made upon the design only.

First prize in the above three classes to be a silver medal and 10 points on the Grand Prize.

Second prize in the above three classes to be a bronze medal and five points on the grand prize.

Class No. 43—For the best collection of ten show cards, any size, any shape, any color, any material or combination may be used. Lettering may be done in any way, with any style of pen or brush or combination.

First prize, a silver loving cup and twenty points on the Grand Prize.

Second prize, a silver medal and ten points on the Grand Prize.

Third prize, a bronze medal and five points on the Grand Prize.

Individual Grand Prize—A beautiful silver loving cup will be awarded to the member winning the greatest number of points in the contest.

Capital Grand Prize—A magnificent sterling silver loving cup, to be awarded to the branch association whose members collectively win the greatest number of points in the contest. Cup to remain the permanent property of any branch association winning it any three times. Association winning this cup to have the name and year only engraved upon the cup, and to have the custody of it until the next regular convention. Said association to be responsible for its safe keeping, and return to the next regular convention or forfeit $200, the value thereof.

Awarded to Flower City Association, of Rochester, N. Y., in 1914; Johnstown Association, of Johnstown, Pa., in 1915.



Maiden Hair Ferns Natural Preserved, large size, any color, per 100.....$5.50
Asparagus Ferns Natural Preserved Sprays, 12-15 inches long in green, per 100..... 5.50
No. M. Ivy Vines of Muslin, 12 leaves to yard, per gross,..... 6.25

Eliminate the Jobber's Profit

We are direct Manufacturers

New Spring Catalogue now ready. Send for it.

Illustrating the latest Flower Designs

Low Prices Best Quality
Samples sent Free

J. Hartwig Co.

26-28-30-32 Pellington Place
BROOKLYN, N. Y.

SHOWROOM
24-26 West 30th Street, N. Y.

Just a few of our large assortment

No. M. S. Apple Blossom Vine 12 Muslin leaves, 10 Sateen Apple Blossoms to each yard, per doz.....$ 1.20
per gross..... 11.50
Single Apple Blossoms of Sateen, per gross.....32c
Single Apple Leaves of Muslin, per gross.....35c
No. M/9. Wisteria Flower, 6 inches long, per gross..$2.75
No. M/18 Wisteria Flower 12 inches long, per gross..$5.75
Any color desired



No. M. S.

Compo Board Spring Displays

When you think of spring and Easter Displays, think of Compo-Board, the two thinks go together in the minds of thousands of Display Men. You can use Compo-Board, too.



This Store Uses Compo-Board Every Season

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about **Compo-board.** Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co.

1404 LYNDALE AVE., NORTH
MINNEAPOLIS, MINNESOTA



Model Fronts

YOUR personal dress or the dress of your store has an important bearing on the appeal you will make in your community.

Someone has truthfully said that he could tell how progressive a merchant was by the appearance of his store front and how well his windows were trimmed.

There is probably a great deal more truth in this than one is apt to imagine, although we realize that even without the very latest type of store front some firms are successful in their business.

This, however, does not give us any idea of how much more business this firm could do if they had had the extra advantage that would accrue to them through having a more modern front.

The designing of a store front today is of vital importance as it has an extreme bearing on the business the store will do.

First of all, it must be practical, and secondly, it must be sightly.

This matter of model store front affects every merchant who does not have one because this is a matter that does not have to wait until such a time as one is planning a new building.

With the modern type of store front, these fronts can be installed at any time to any building.

As a suggestion in this direction, we show on this page, the old store front of D. E. Macdonald & Bros. store, with the small windows, heavy corner posts, and brick partition wall between the two narrow store fronts.

You can readily see that this front was anything but attractive, this being particularly true because of the unsightly store fronts in the adjacent stores.

Our second illustration shows how this front appeared after the new type of Kawner Vestibule Front was installed.

In installing this new front the store took over two of the adjacent store rooms, giving them a space or frontage covering the old store fronts.

By means of the arcade vestibule and addition of the new space, they were able to get about six times the display space they previously had.

To give you a better idea of how the brick center wall was eliminated on the front, we show in our third illustration, half of this new front having a large center window, the center of which is a steel post supporting the floor above, thus doing away with the brick wall.

This post is covered with mirrors and fits into the back part of the store front in such a way that it is hardly noticed. Other supports for the floor above are found near the corners or this central window and are encased in mirror glass so that they are very inconspicuous.

The store name has been set in art glass in the Luxfer prisms and this sign is large enough so that it is easily read across the street.





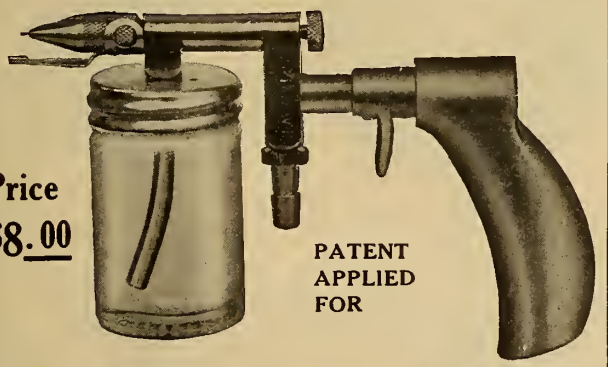
Practical Air Brush Models 1 and 2

No. 1. Price $7.00
(Patent Applied For.)

Now being used by display men and cardwriters everywhere. These models are found practical for use in Tinting Show Cards, Price Tickets, Signs, Photographs, Backgrounds, Artificial Foliage, Wax Figures, Papier Mache Forms, etc.

Practical Air Brush No. 2

PISTOL GRIP and TRIGGER AIR RELEASE



Price **$8.00**

PATENT APPLIED FOR

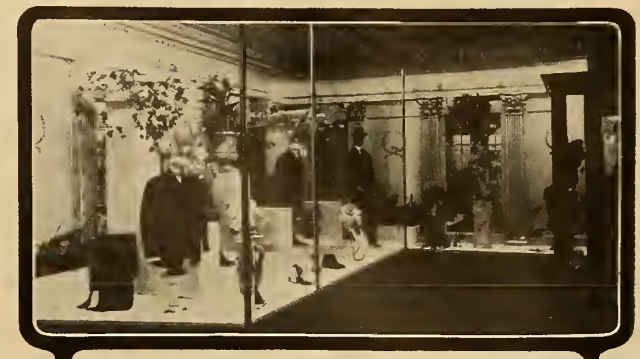
Address Dept. M. Send for Circulars

Manufactured by

Economy Manufacturing Company

4755 London Avenue, Chicago

BEAVER BOARD



Beaver Board backgrounds and columns in window of Stuart-Bernstein Company, Jacksonville, Fla.

If it hasn't this trade-mark, it isn't Beaver Board.

They Can't Get By It

Beaver Board backgrounds in your window help to make the display a real "stopper."

The handsome panelled effect gives a striking setting for your trim. Hundreds of successful display men have found it the ideal material for their backgrounds and signs—light but substantial, easy to handle and easy to change.

Beaver Board permits of splendid decorative treatment.

For store partitions and walls it is also the best possible material to use.

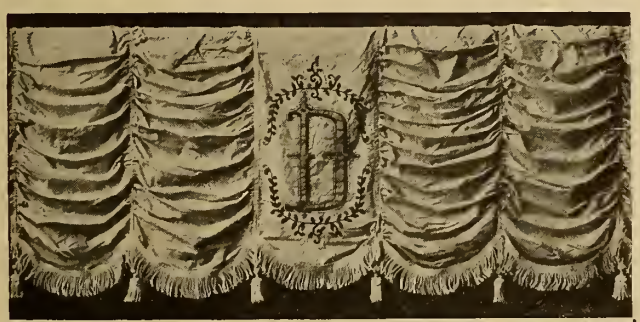
Beaver Board is cheaper and better than steel ceilings.

Write for illustrated booklet, "Beaver Board for Window Trims."

The Beaver Board Companies

United States: 545 Beaver Road, Buffalo, N. Y.
Canada: 745 Wall St., Beaverdale, Ottawa.
Great Britain: 4 Southampton Row, London, W. C.

Branch Offices in Principal Cities.



Show Window Shades Lambrequins and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us — will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your window trims that final completeness so necessary. Order now.

GET THE GENUINE

The Art Window Shade Company

2411 North Halsted St. Est. 1893 CHICAGO, ILL.

Write today for catalogue showing great variety of styles, designs, and prices.



No. 24M, $22.85

Williams' Wax Figure Values

demand the attention of Critical Buyers.

If you have paid other concerns $35.00 or more for this wax figure herewith illustrated, which we sell at $22.85, don't you think it advisable to investigate such a saving? Personal inspection at our factory always welcomed. Mail and telegraph orders are given prompt attention.

Remember

We sell our goods with a guarantee of satisfaction or money back without question.

"Business Booster" No. 68 mailed on request.

J. B. Williams

31 W. 4th St., New York

For Our Advertisers

Electric Welding

When Elihu Thompson brought his process of electric welding to public notice in 1886, he probably did not dream of the many uses his process would be applied to. The village blacksmith welded his iron and steel about as did his great-grandfather—"while children coming home from school looked in at the open door." The modern up-to-date method of uniting two or more metals by electricity is used in welding from small sized wire up to heavy rails for railroad tracks.

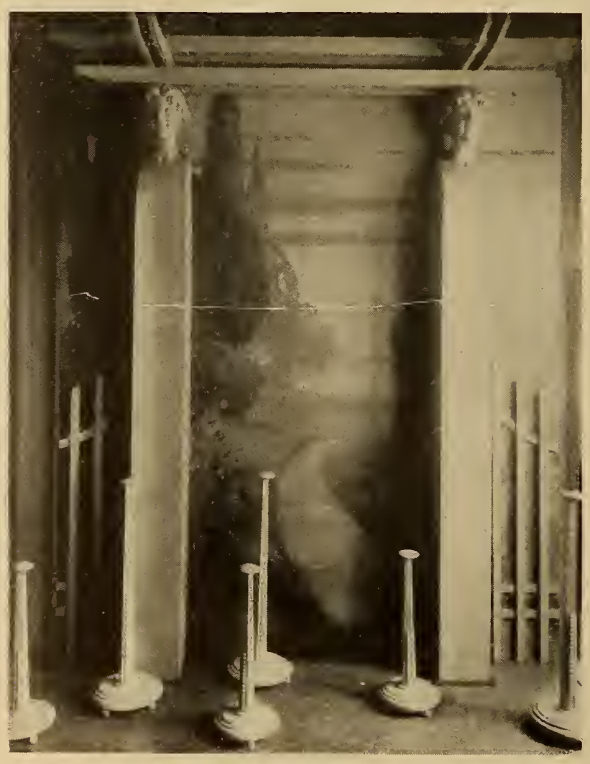
The electric welding machine secures two pieces of metal firmly and closely together, while the electric heat is so controlled by the operator that the two metals are united as one piece and a permanent weld is instantly obtained.

In manufacturing price card stands and other store fixtures, this electric welding is particularly applicable. In the old way of riveting the standards to the bases, in constant use the bases became loose and then the article was practically useless. In the electric welded goods the base and standard are so perfectly united as one metal under the electric current, that it is impossible to loosen in use.

The J. B. Timberlake Co. of Jackson, Mich., uses the most improved electric welding in the manufacture of all their price card stands and other fixtures. This is one of the reasons why the Timberlake stands have secured so envaible a reputation for good appearance and long wear. An interesting catalog is issued by this progressive firm and will be sent to any display man or merchant for the asking.

Artistic Decorations

A visit to the studio of J. C. Bodine in Chicago will prove a revelation to the average display man. Here may be seen a wonderful collection of really artistic window



A CORNER OF MR. BODINE'S STUDIO.

decorations that will appeal especially to the decorator who insists upon real art in his windows.

Mr. Bodine's products are altogether original in design and each one has about it a style and distinction of its own. In the accompanying illustration is shown a little group of decorations and fixtures. There are dozens of spots even more attractive than this in the Bodine-Spanger studio.

Frameless Mirrors

A novel and remarkably attractive line of mirrors to be used on counters and show cases has recently been placed on the market by the D. J. Heagany Manufacturing Company of Chicago. It is an entirely new type of mirror and has a number of important advantages over any similar mirror that has been produced before.

The Heagany mirrors differ from others in that they are frameless and every merchant will appreciate this advantage. It is far easier to keep clean as there is no frame to tarnish or require refinishing. The glass is the best flawless plate and the backing is done by a secret process that insures a long life to the reflecting surface.



THE NEW FRAMELESS MIRROR.

The standards and bases of these mirrors are unusually handsome, being made in mahogany, oak, ebony, or any kind of hard wood to match finish of the fittings of any store. The wood standards are reinforced with metal, making them extremely strong and durable. The bases are felted to prevent damage to counter or show case. Standards and bases may also be had in metal in any finish if so desired. These are decidedly the best mirrors for this use that have ever been devised and they are meeting with a large sale among all classes of stores. An interesting circular describing these new mirrors has been issued and will be sent to any one asking for it. The address is the D. J. Heagany Mfg. Co., 1121 Washington Boulevard, Chicago.

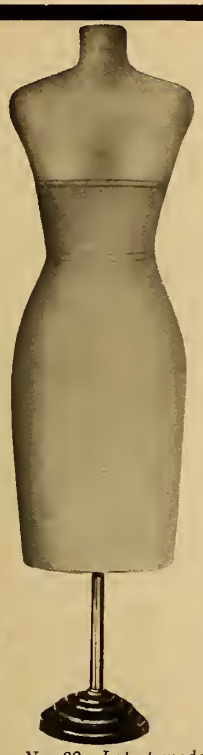
Orval Simpson Changes

Orval Simpson, who has been for a number of years connected with The Curtis-Leger Fixture Company in the capacity of sales manager for the Chicago office, has severed his connection with that well known firm to enter business for himself. He is located in Room 1102 of the Dry Goods Reporter Building and is showing a comprehensive line of display fixtures and other supplies for the display man. Mr. Simpson is well known to display men all over the country and he is thoroughly familiar with the business in which he is engaged. The change took place January 1.

Change Salesmen

J. R. Palmenberg's Sons, manufacturers of model forms for the garment trade in general, announce that L. V. Donovan, an esteemed representative, has accepted a position with A. M. Engel & Co. Mr. Donovan's place will be filled by Harry H. Wichman, who has been on the Palmenberg staff for a number of years.

John Moeser has joined the selling staff at J. R. Palmenberg's Sons, and will represent them at the store and in the city trade. Mr. Moeser was for many years associated with Mr. Charles L. Hill, manager of the store fixture department at the H. B. Claflin Corporation.



No. 82—Latest model—full length papier mache Ladies' Costume Form, mounted on high plated base. Has flat shoulders and is covered with white jersey. Entire neck and bust finished in washable flesh enamel. Special discount if ordered from this ad.

Honestly—We Don't See How You

Can overlook the actual cash drawing power of **SUPERIOR** store and window displays. Window advertising is the only kind that has not advanced in price, yet is more effective than ever. It's np to you to make your windows sell more goods. Superior wax figures, display forms, draping forms, clothes racks, metal displayers and hundreds of clever ideas are waiting here ready to show your merchandise more attractively and increase your sales.

Better—Bigger—Entirely New

Our big helpful catalog, just off the press, shows a fortune in new ideas—64 pages overflowing with the highest quality fixtures made—over 700 illustrations. No merchant or window man should be without this reliable guide to best quality fixtures for least money. Write for our catalog No. 7. —WRITE RIGHT NOW.

No merchant or window trimmer should be without the knowledge of our Superior Wax, Brass, Wood and Lighting Fixtures.

Superior Brass & Fixture Company

316 W. Jackson Boulevard CHICAGO, ILL.

Send For Our Brand New 64 Page Catalog



No. 316 new style wax figure mounted on wood legs in flesh color enamel—equipped with metal braces. Bodies of latest design, extra long, can be raised or lowered. Also furnished without arms. Sizes 4, 6, 8, 10, 12, 14 years. Write for prices.

CARD WRITERS OUTFIT $1.00 COMPLETE



Money Back If Dissatisfied

Make Your Own Cards

SUPPLY DEP'T DETROIT SCHOOL OF LETTERING
DETROIT, MICH.

Artistic Wax Figures and Forms



Latest productions in wax, finest line of the season. Our forms have an individuality and style that have made them popular with the very best stores in the country.

A Special Inducement

A complete figure like cut, guaranteed wax, "Buckeye Form Feet" which permits you to tilt the figure at any angle, thus getting perfect poise. Just turn the wheel.

Specially Priced

$27.50

A complete line of Window and Interior Display Fixtures of every description containing many special exclusive ideas. Give us a trial and we will prove, "**We make the best only.**" Visit our new show room and be convinced.

THE BUCKEYE FIXTURE CO.

1292 West 4th Street CLEVELAND, OHIO

Newman's New Chicago Address

The Newman Manufacturing Company, who manufacture a complete line of display fixtures, window stands, mechanical window display devices and signs, with factories located at Cincinnati, New York and Chicago, report that their Chicago plant, located at 108 West Lake street, suffered a total loss by fire on January 14th. Temporary quarters have been obtained at 68 West Washington street, Chicago. All of the contracts of their Chicago plant are now being executed by the Cincinnati factory of this company, where additional force has been put on in order to take care of the emergency, so as to cause no undue delay in filling their orders.

Mr. Walter J. Newman, who has charge of the temporary quarters in Chicago, has shaped up things with remarkable dispatch, and states that there positively will be no interruption to business. He will be glad to receive his friends at the new location. The company reports an excellent business at their New York factory, located at 101 Fourth avenue, and at their Cincinnati plant, 717 Sycamore street, and the outlook for the year 1916 is more than encouraging.

I. L. Bradford Promoted

Irving L. Bradford who is well known in the fixture business as well as an authority on window display, now has recently been made sales manager of the Curtis-Leger Fixture Co. of Chicago. There is probably no man in the trade who has a wider acquaintance among display men than Mr. Bradford. He was one of the charter members of the International Association of Display Men and has contributed profusely to the literature of window display.

Decorative Papers

A very interesting book of samples is being sent out to display men by Doty & Scrimgeour Sales Co., 74 Duane St., New York. It contains samples of a great variety of ornamental papers to be used for covering backgrounds, screens, pedestals, etc. These papers are highly popular with display men as they are inexpensive and unusually artistic. Those who have not received a copy of this book should send for it.

Window Dressing Lecture

M. E. SMEBY of the Smeby School of Window Dressing in Minneapolis is giving a three weeks' course in window dressing and show card writing at the University of Minnesota. He also recently delivered a number of lectures and made demonstrations before a class of retail merchants in connection with a merchants' short course at the University. Mr. Smeby is an expert in all lines of window display and show card writing.

THE Nashville Demonstration Association of Nashville, Tenn., is the name of a newly-organized body of local business men who have banded together to foster a "back-to-the-store" movement by which, it is hoped, the consuming public can be educated into the old-time custom of going direct to the stores and market places to make their purchases instead of trusting them wholly to the daily solicitor and the telephone.

PARDEE, the last horse in the stables of Mandel Bros., Chicago, was sold last month. His place and those of 297 other horses have been taken by eighty auto trucks. At the present most of the stores have reduced their stables to about one-fourth of the original number of horses.

De Luxe Book of Displays

CERTAIN that there never was a period when store windows played such an important part in, or were so necessary to, the successful conduct of any business, the Rice Leaders of the World Association lately conducted and brought to a close the most stupendous window display contest ever held in the United States. In this national competition $15,000 in cash prizes was disbursed, the awards going to 463 contestants located in every state in the Union.

In addition to the substantial prizes, each of the many thousand contestants received a beautifully engrossed award of merit. And now these contestants have received a specially bound volume containing engravings of one hundred of the prize-winning window displays.

This Album is done in black levant, with the Emblem of the Rice Leaders of the World Association embossed in real gold. The page arrangements, with the printing done in double-tone brown ink on soft cream paper, are most pleasing.

The short texts accompanying the illustrations were written from comments made by the jury of awards during their selection of the prize-winners, and embody the reasons for their decisions, together with many interesting suggestions as to the possibilities of selling goods through window advertising. This remarkable book is not for sale and justly can be considered in the same class with very de luxe volumes that sometimes are printed for private circulation only. It is accredited the finest book ever published on window display.

Acting upon the conviction that well-displayed goods were half sold, the Rice Leaders of the World Association has done much for merchants throughout the country. And now, these de luxe window display albums will further instruct retailers and keep alive the desire to make show spaces attractive and valuable as strong sales agents. Likewise, they will provide an incentive for the further embellishment of stores and the inviting display of goods.

The attractive display of merchandise, augmented by intelligent, persistent publicity and practical salesmanship, the Association believes, precludes failure in any retail business. And this combination of activities not only materially aids the shopping public, but makes for the pronounced satisfaction of customers in general.

The participants in this national contest, all of whom have received copies of this window display album, are to be congratulated upon the handling of products made by concerns which have such high ideals in business, and measure up to the qualifications for membership in the Association. These qualifications are honor, quality, strength and service—a unity of admired business principles which guide and protect the purchasing public.

Wonderful Values in Flowers for Spring

DO NOT plan your spring displays until you have seen our new catalog—the values we are offering will surprise you. No matter where you have been buying your flowers and other window decorations, you will be astonished at the wonderful values we are able to offer you this season.

Because of a fortunate purchase it is possible for us to sell you the finest imported cloth flowers for only a trifle more than you would have to pay for common paper ones. The flowers are as perfect as flowers can be made and the prices are the lowest that have ever been quoted.

The new circular will be off the press in a few days, send for it now and save money on your Easter displays.

The Botanical Decorating Co., 208 West Adams St., Chicago

E. J. Berg Talks

A SHORT COURSE in merchandising was conducted by the wholesalers and manufacturers of Sioux Falls, S. D., for the benefit of the merchants of the three adjoining states. There was a large attendance and the visiting merchants listened to lectures and watched demonstrators covering the various more important phases of retailing. Salesmanship, advertising, window display, accounting methods, credits, etc., were all handled by experts.

The subject of Window Display was handled by E. J. Berg, display manager for the Burgess-Nash Co. of Omaha and chairman of the "Committee of One Hundred" of the I. A. D. M. Mr. Berg's address was considered one of the most important features of the short course. Part of the introduction to his talk was as follows:

"Human traits are read from human features; so are store characters read from store advertising and window displays. The expression put into these most important elements of publicity is a fair guide to the quality of the organization behind it. Effective, high class advertising goes hand in hand with high class window displays, just as "hand bill" advertising and "fire sale" show windows are locked arm in arm in the game of retail merchandising.

"The displaying of merchandise has developed from a meaningless, laborious work into an artistic, scientific trade. The modern show windows have come to stay because they are practical and profitable. They are not merely the fancy or fad of certain men, but they have come as a result of experience.

"Leadership in our profession is gained by hard work, progressiveness, individuality and a good knowledge of merchandise, and the business world of today is eager to select potent personalities from anywhere and everywhere, regardless of anything save the ability to do things.

"Attractive displays do not happen, but are impressions in material form of careful and well directed thought that are based on a fundamental principle so important as the wording of a business letter.

"A well composed ad, carefully arranged, and a tastefully dressed show window, like a well-groomed man, reflects the presence of a refinement.

"It has been said that a store can rise no higher than the character of its publicity, and this is true in almost every instance. Improved commercial conditions, together with keen competition, have wrought changes in the displaying and selling of goods."

Note the Lifelike Features and Pose



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRÉ IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

PARIS 1900, Silver Metal
SAINT LOUIS 1904, Gold Metal
LIEGE 1905, Diploma of Honor
MILAN 1906, Grand Prix
LONDON 1908, Grand Prix
BRUSSELS 1910, Grand Prix
BUENOS AYRES 1910, Hors Concours
TORINO 1911, Grand Prix
GHENT 1913, Grand Prix

It is workmanship which distinguishes my wax figures and forms from American products and makes their value. Therefore, **refuse copies or overmoulded wax from my models.**

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

Decorative Novelties for Showcard Writers

Owing to the unfortunate conditions prevailing abroad, I will, as fast as the demand warrants, lithograph little stunts of my own design for showcard decoration.

These in a measure to take the place of the imported ornaments now so much in use and which were first introduced by myself.

May I not have your name?

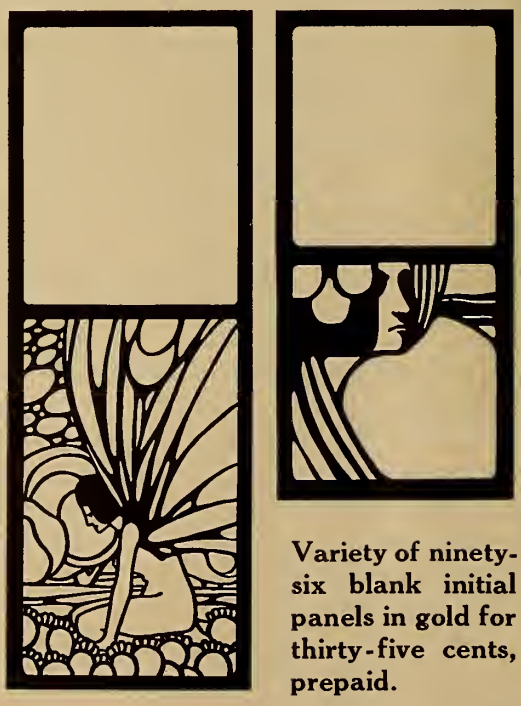
Wold, Thayer & Chandler and Paasche Air Brushes

SEND FOR CATALOG

GEO. WALLACE HESS

Instructor in showcard writing
Chicago Display Managers School

306 West Jackson Street
CHICAGO



Variety of ninety-six blank initial panels in gold for thirty-five cents, prepaid.

Leading Displaymen Use them.

Why not you?

For Advance Spring Showings

BER-ZER SCENICS

ARE MOST ATTRACTIVE

SPRING BOOKLET NOW READY. SEND FOR IT.

BER-ZER STUDIO - DAYTON, OHIO

BER-ZER Brushes and Supplies are made for you.

Catalogue on request.

FOR

WINDOWS and BACKGROUNDS

USE

Silk Plushes, Velours, Felts, Cretonnes, Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

PAPERS

for Windows and Interiors

Stripes, Squares, Marble, etc.
Velour Paper, Something New
Exact Imitation

Suitable for Spring Decorations

Send for Samples TODAY

Doty & Scrimgeour Sales Co.
74 Duane Street New York City



35 Complete Instructions Worth $1,000

Complete Instructions. Illustrated. Ornamental Casting Plaster Paris. Concrete, Making, Artificial Marble, Papier Mache, Casting Marble Dust, Making Rigid and Flexible Moulds. Casting from Life, Garden Furniture, Interior and Show Window Decorations, Wall Panels. Ornamental Picture Molding, Composition Sign Ornaments, Marble Flooring, Marble Slabs, Gold Leaf Gilding, Burnishing, Coloring in Antique Finishes, Remodeling old Bust Forms Flesh Tint. Cleaning and Retouching Wax Figures complete working instructions with formula of Materials. Supply of Materials for making Gelatine Moulds also Ornamental Casting Furnished with large illustrated Book.

Full Particulars FREE. **Complete Outfit $1.50.**

THE IRABAR COMPANY - - - - Harrisburg, Penna.

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of $3.50
All charges Prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

WANTED

More subscriptions and advertising for

THE ADVERTISING WORLD

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price $1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

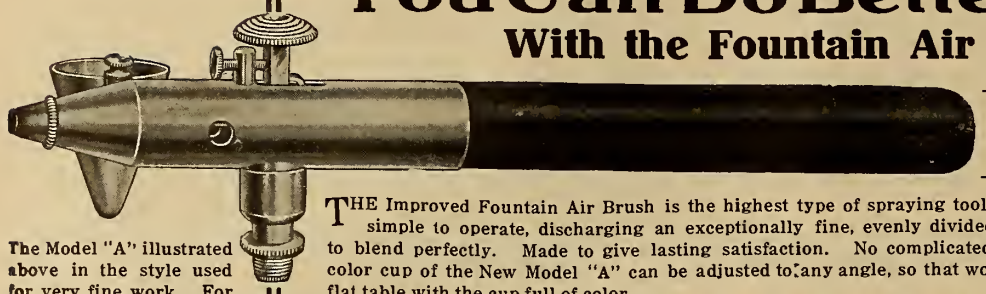
Adjustable Reflector for Show Windows

Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



You Can Do Better Work
With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

A Favorite in Winter Time

For All Card Writers' or Sign Makers' Brushes



Use as a Pure White or as a Base for All Your Tint Colorings

"Regular" SNOW WHITE

It seems the cold will not freeze nor effect my product. I have never had a bottle break from the frost. Letters of praise received nearly every day from new customers.

At Dealers Generally

or

Pint size, 16 fluid ounces of average 2 and ¼ pounds actual weight of material for **$1.00**

J. W. JOHNSTON

P. O. Box 578 ROCHESTER, N. Y.

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

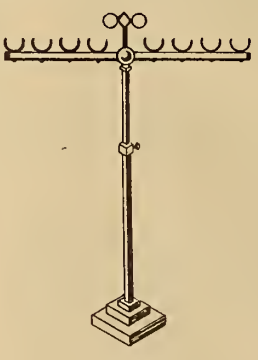
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1916 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.



No. 2216

Here Is Another Tie Stand

FOR THE COUNTER

Made from either Square or Round stock—
Adjustable for long or short ties—
Has eight semi-circle Tie Holders
and clip for Price Ticket.

THE BARLOW COMPANY

NEW YORK 724 Broadway — 79-B Race St. HOLYOKE, MASS. — BOSTON 78-A Essex St.

Wants, For Sale, Etc.

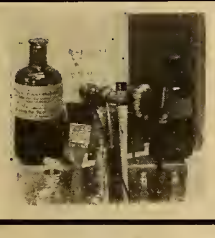
All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED SALESMAN—Experienced window fixture salesman for the largest and best line of wood fixtures made. Established line; good territory. Good opening for a live wire. Applicant must give FULL PARTICULARS in first letter, stating experience, former employment and references, etc. Address No. 126, care Merchants Record and Show Window.

POSITION WANTED—Experienced window trimmer, cardwriter, and advertising man, employed at present, desires to make a change; paints own scenic backgrounds; prefers town of about 20,000 population in the South or Southeast; reference furnished. Address "Hustler," care Merchants Record and Show Window.

POSITION WANTED—Capable young man; graduate; two schools of Window Dressing; five years' successful department store experience, with a good record, desires a position as display man at a reasonable salary. Address Box 263, care Merchants Record and Show Window.

WANTED SALESMAN—Experienced window fixture salesman for the largest and best line of wood fixtures made. Established line; good territory. Good opening for a live wire. Applicant must give FULL PARTICULARS in first letter, stating experience, former employment and references, etc. Address No. 126, care Merchants Record and Show Window.



With This Outfit = You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Outfit without formula - - $3.00
Outfit including formula - - 5.00

Harrisburg Wax Figure Renovating Co.
Catalog free 335 Crescent Street, Harrisburg, Pa.

LETTERERS

Watch for Announcement of
2 NEW MODELS — SPEEDBALL PENS
NOW BEING PERFECTED
BETTER PENS BETTER WORK
GORDON & GEORGE PAT. -- Seattle, Wash.



THE REAL OIL FINISH
Used by Wax Figure Manufacturers can be easily applied without previous experience
Clean Your Own Wax Figures
Bradford's Book of Instructions with outfit of brushes and materials, sent postpaid on receipt of $5.00.
Money Back If Not Satisfied
IRVING L. BRADFORD
235 West Jackson Boulevard, Chicago
Detail description sent on receipt of request

Work Done on the Premises Renovating and Repairing
SAM. E. GUMBINNER, WAX FIGURE ARTIST
Oil Colorings—Lasting
I Visit All Sections of the United States Semi-Annually
Write Me
Endorsed by the
Display Managers and Window Trimmers Associations
250 W. 88th Street NEW YORK CITY

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KOESTER SCHOOL BOOK OF

DRAPING



By
GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
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Slab Drape
Novel Drapes
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Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping
Panier Drapes
Flanelette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

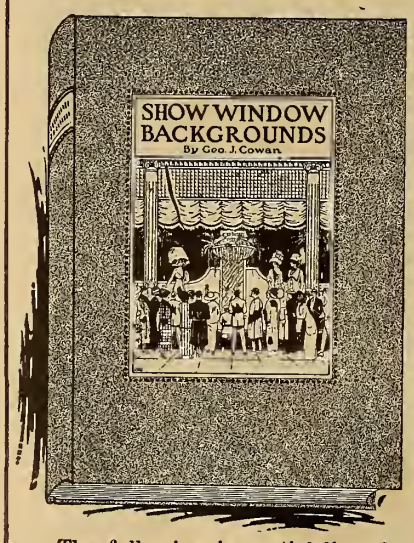
This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of $3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

2 New Year's Windows.
8 White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
2 Washington's Birthday Windows.
2 St. Patrick's Day Windows.
8 Spring Opening Windows.
12 Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows
7 Summer Windows.
2 Horse Show Windows.
15 Fall Opening Windows.
2 Carnival Windows.
3 Hallowe'en Windows.
5 Thanksgiving Windows.
14 Christmas Windows.
16 Period Decorations.
10 Sale Windows.
2 Bas Relief Backgrounds.
2 Stencil Backgrounds.

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover, (imitation leather), $1.25. Heavy board cover, bound in silk cloth, $1.75. Sent postpaid to any address upon receipt of price.

MERCHANTS RECORD CO.

Book Dept. **431 S. Dearborn St., Chicago**





Write for Our Catalogue No. 40, Mailed Free

Showing a complete line of the most appropriate and Seasonable Decorations including Blossoms of all kinds; Wisterias, Lilies, Jonquils, Hyacinths, Tulips, Roses, Natural Prepared Ferns, Palms, etc.

Frank Netschert Company, Inc.

61 Barclay Street, New York

Manufacturer and Importer of Artificial Flowers, Natural Prepared Plants, etc.

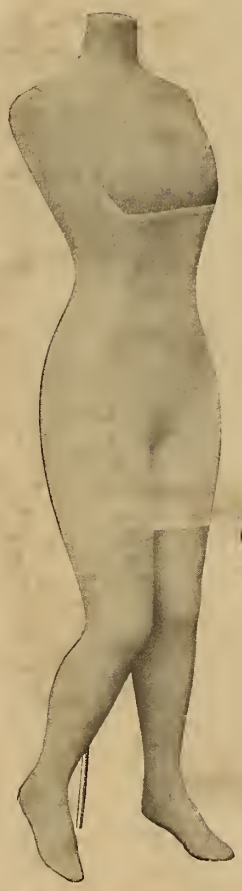


Show Window Valances

In the illustration above are shown the display windows of the H. W. Gossard Company, Michigan Blvd., Chicago.

Our No. S. A. Valance was selected for these windows with more than satisfactory results.

We can accomplish equally attractive effects with *your* store front.

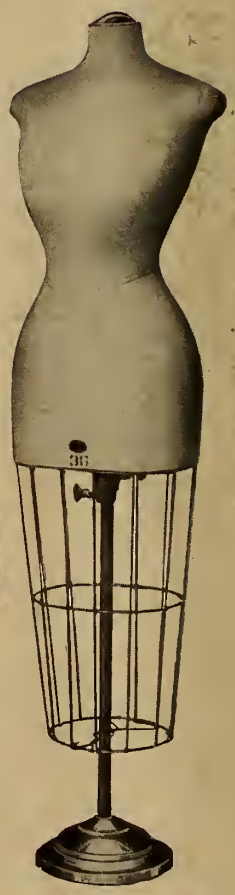


Our Folder of Valance Designs

(In Actual Colors)

will be mailed free if you will send us rough sketch of your front with dimensions of same.





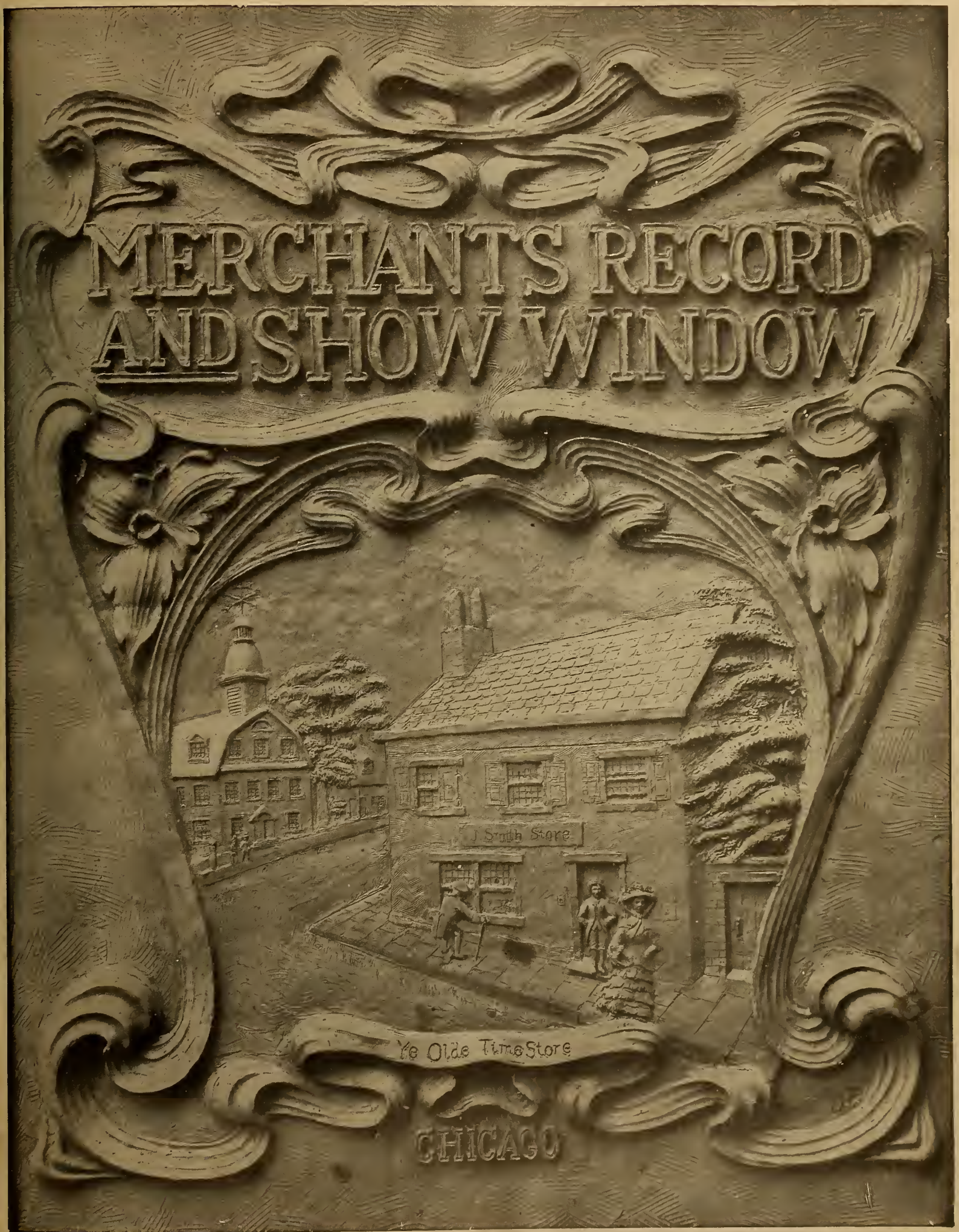
Display Forms and Fixtures

for every purpose will be found in our catalogs and booklets—Send for them today—They contain many valuable suggestions for merchant or display man.

CURTIS-LEGER FIXTURE CO.

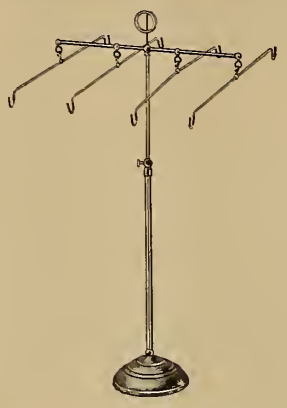
237 Jackson Blvd. Chicago

VOL. XXXVIII. MARCH, 1916 No. 3





Norwich Fixtures



Waist Form No. 286

The correct shape for the spring styles. Flesh tint enamel bust—white jersey cover. Base 7 inches diameter, standard five-eighths inch. Bust revolves on standard.

Price $5.00 each

Brassiere Stand No. 1

An entirely new idea. It keeps your stock fresh and clean, by allowing you to show an assortment in the open from which to sell, while your main stock remains in your cases.

Price $3.50 each

The Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 Broadway

Boston
26 Kingston St.

Show Window Lighting That is Right

That's the "Pittsburgh" System—We have eliminated the chance and a great part of the expense



Typical view with 100-watt Reflector (No. 50) on 18-inch centers—all wires enclosed in steel tubing—3 feet of lead wires at end for connection.

Here is a lighting system which comes complete ready to put up—just screw in place and connect end wires. Comes in any length, any spacing—and at a big saving in cost, and best of all, the **Celebrated Pittsburgh Reflectors** are supplied with this system—unequaled for uniform light distribution and guaranteed for highest efficiency and durability. hese reflectors can be used with either nitrogen or tungsten lamps by using our special holders. Your equipment is always up-to-date.

Write us for booklet

PITTSBURGH REFLECTOR & ILLUMINATING CO.

3117 Penn Street PITTSBURGH, PA.





Write for Our Catalogue No. 40, Mailed Free

Showing a complete line of the most appropriate and Seasonable Decorations including Blossoms of all kinds; Wisterias, Lilies, Jonquils, Hyacinths, Tulips, Roses, Natural Prepared Ferns, Palms, etc.

Frank Netschert Company, Inc.

61 Barclay Street, New York

Manufacturer and Importer of Artificial Flowers, Natural Prepared Plants, etc.



Show Window Valances

Your show windows give the first and most important impression of your establishment. They are the keynote of your prosperity and you owe it to yourself and to your business to make them as attractive and profitable as possible.

Well designed and carefully made valances impart an air of warmth, dispel the harsh commercial aspect of the store front and elevate the tone of the whole establishment.

Aside from the decorative value of valances, they provide an excellent means of concealing window reflectors and are infinitely more distinctive than painted signs.

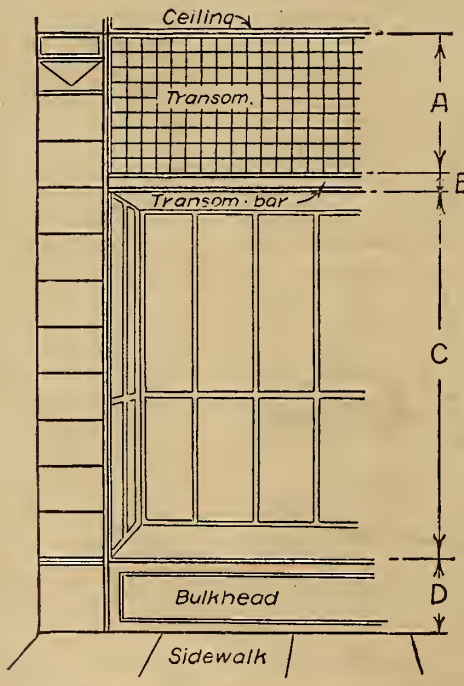
These beautiful draperies can be made in any combination of colors and fabrics and at prices you can well afford to pay.

Our Folder of Valance Designs

(In Actual Colors)

Will be mailed to you without charge or obligation if you will detach and send us the measurement blank below.

A sketch or photo of your store front will help us in making intelligent recommendations for your windows.



(a) Height of Transom Glass.....Ft.....Ins.

(b) Width of Transom Bar.....Ft.....Ins.

(c) Height of Window Glass.....Ft.....Ins.

(d) Height of Bulkhead.....Ft.....Ins.

Is Ceiling of Window at Transom Bar or at Full Height of Store?

Are Window Reflectors Installed at Transom Bar or Ceiling?

If Lettering or Painted Signs Are Used on Window Glass, Give Position of Same.

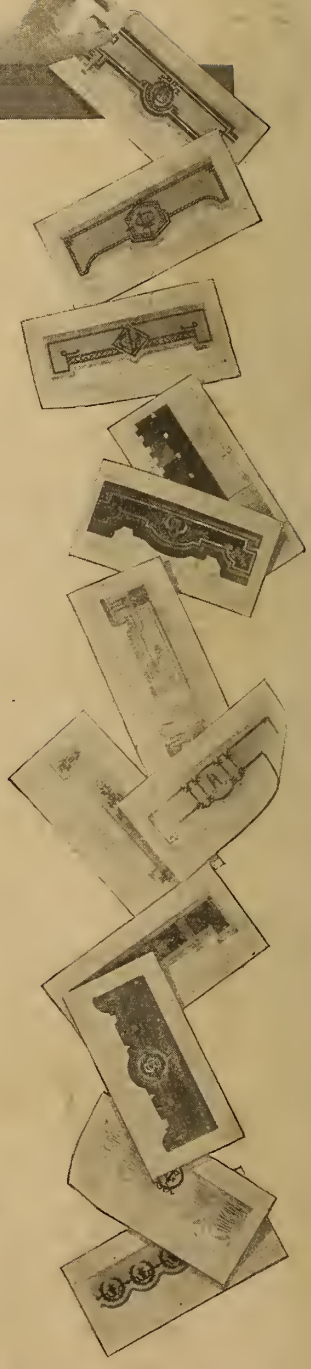
If You Use Monogram or Trade Mark, Send Illustration of It.

NOTE—On separate piece of paper draw rough floor plan of your store front, showing relative position of windows and width across front glass of each.

NAME

CITY

STATE



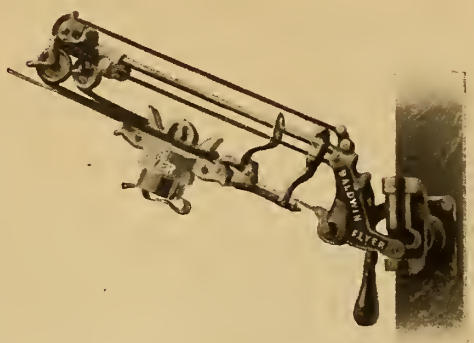
CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd. Chicago

The Flyer Cash Carrier

1916 Model

For YOUR Store—Why Not?



Showing Bracket three inches wide and four inches high secured to Wall Showcase or Shelving

Get All the Cash to the Cashier — Don't spread your cash and charge slips into a lot of money drawers which are **not** responsible. They cannot audit the sales-slips or tell the clerk when a mistake is made. Always have the money counted and sales-slip checked over by two different heads before handing same to the customer. This system is the only real prevention against mistakes. Nothing is gained by having the cash, etc., right under the nose of your customer.

Hold the Cashier Responsible, as a "Watch Dog" of your Treasury. If same is big enough have your cashier bonded. Don't try to make all your sales-persons cashiers. You pay them to sell goods and that is the big thing which interests you most. An increase of sales with a decrease in the over-head expense of selling is the vital thing.

We Can Prove This Fact—A STORE, employing eight clerks, who walk to one place making their own change, can sell just as many goods by employing seven clerks and using a Carrier System of the proper number of stations.
You pay your clerks to sell goods, and it's to your advantage to have them hold the customer's attention to sell other goods while the Carrier is going and coming, and this is accomplished easier and quicker by the aid of Carriers, with less expense to you.

Safety and Accuracy are best obtained by having each sales-slip and money go through two persons' hands, and corrections made while customer is in the store.
Don't be "buncoed" into believing a machine will give absolute safety. Cash Drawers with keys and adding attachments will give sales totals for the day. If the keys are struck correctly. But these (Wonderful?) machines DO NOT PREVENT MISTAKES. They can't, any more than they can make an intelligent sale to your customer.

Baldwin Ball Bearing Cash and Package CARRIERS

are most successful, a product of twenty-five years' experience specializing on Wire Line Carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "Fool Proof." The advantages of BALDWIN Ball Bearing Carriers are many and readily appreciated by those who know. You value the testimony of those who use them—ask us to tell you the names of many busy stores using a BALDWIN FLYER.



No Oil Needed

Our Up-shoot and Over-shoot Carriers operate between floors, and reach the most difficult points in your establishment without expense for power. They are Easy, Noiseless and Speedy in operation.



No more goods damaged from dripping oil

Write us to-day—It will pay you

JAMES L. BALDWIN CARRIER CO.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

More About Real Life-like Wax Figures
and Correct Designs in Display Forms



No. 1121—Our headless Ladies' self-supporting suit form, finished with our "Absolutely Guaranteed Re-enforced Washable enamel." Our process not only strengthens the enamel but also more than doubles the strength of the forms throughout, and at the same time gives them a perfect egg shell finish.

Our Guaranteed Re-enforced Uncrackable and Washable enameled line comprises Shirt Waist forms, Cloak and Suit and Drapery forms of all descriptions.

We are experienced specialists in the modeling of wax figures and designing papier mache forms. We give our exclusive attention to studying what is practical in this line.

Said a well-known display man for many years with one of the largest stores in the Northwest: "I have just come from the showrooms of the French Wax Figure Company. To say that their line is an eye-opener does not express what I saw of wax models and papier mache forms in great variety. I consider their wax heads in modeling, pose, and coloring second to none. Their papier mache forms are absolutely correct in design and finish. These people are going to do the business of the country in their line."

The name of the man who made the above statement furnished on request.



No. 1024—Another of our posed self-supporting figures.

Send for loose-leaf portfolio showing our complete line and prices.

French Wax Figure Company
70 West Water Street **Milwaukee, Wisconsin**

CHICAGO DISPLAY ROOM
306 Jackson Boulevard



Number 658 Clothing Rack Shows Suits—Sells Them Too



This fixture has a maximum of capacity and occupies a minimum of floor space. Merchants using Number 658 show and sell twice the clothing that is possible with fixtures that cost several times as much.

Figure the cost of your floor space per square foot and you will then realize the enormous saving in rent that results from the use of Number 658. Sightly, Strong, and Durable. Lasts a lifetime.

You will be sure to buy this fixture after you have received from us full information which is **free for the asking.**

Capacity, 90 to 100 Suits of Clothing

MISSION DESIGN



MANY FINISHES

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

Write for Catalogues and Prices



Hugh Lyons & Co.

802 East South Street Lansing, Mich.

New York Salesroom
35 W. 32nd Street, near Broadway

Chicago Salesroom
234 S. Franklin St., corner Jackson Blvd.



Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?



Why Pay Out Big Money for Artificial Light Bills—When You Can Have Plenty of Daylight At No Upkeep Cost?

A "half-daylighted" store is doing business at a disadvantage. First, it pays too much for artificial light bills, and second, no matter how good the artificial light may be, it cannot be as good as *natural daylight.*

Shoppers have begun to appreciate daylight to such an extent, that all things being equal, they *prefer* to shop in a store where there is an abundance of Daylight.

Luxfer

by flooding your store with daylight will not only cut down your artificial light bills sufficiently to pay for its installation in a short time, but will give you a *constant* daylighting service at *no upkeep expense.* It will improve the appearance of the store and the clerks' capacity to handle customers and merchandise.

Luxfer keeps customers and salespeople in a better mood, and wherever there is a Luxfer Installation, there will always be found a *maximum amount* of *business,* and the *least amount* of *friction* and complaints.

Why continue to pay out big money for artificial light, when the installation of Luxfer saves real dollars and delivers daylight which makes shopping a greater pleasure. All this produces bigger and more satisfactory business to the merchant.

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 310 W. Michigan St.
DETROIT, Builders' Exchange
KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, 1717 Wright St.
NEW YORK, 507 W. Broadway
NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut St.
ROCHESTER, 38 Exchange St.
ST. PAUL, 365 University Ave.
DALLAS, Builders' Exchange
SAN FRANCISCO, 1202 Hearst Bldg.
LOS ANGELES, 1835 S. Main St.

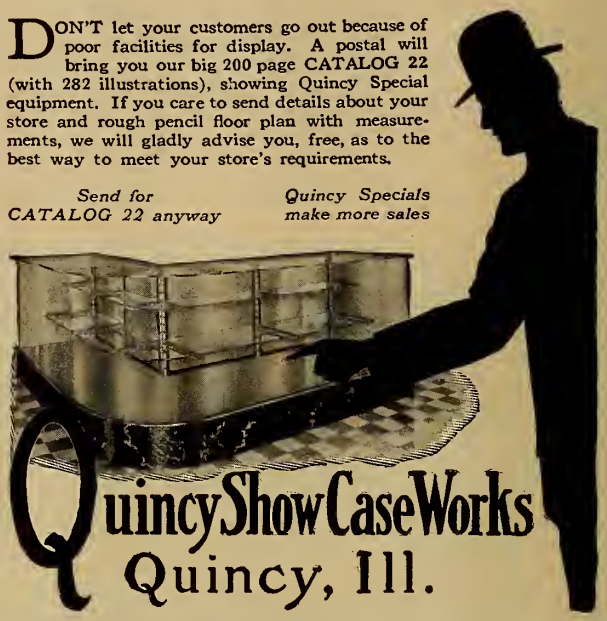
"Just what I want!"

Stores which we have equipped with QUINCY SPECIAL SHOW CASES have developed a lot of brand new "Just what I want" business—from goods they had all along—only customers didn't know it.

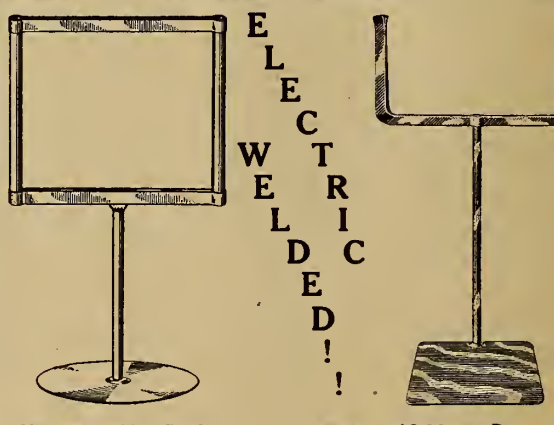
DON'T let your customers go out because of poor facilities for display. A postal will bring you our big 200 page CATALOG 22 (with 282 illustrations), showing Quincy Special equipment. If you care to send details about your store and rough pencil floor plan with measurements, we will gladly advise you, free, as to the best way to meet your store's requirements.

Send for CATALOG 22 anyway

Quincy Specials make more sales



Quincy Show Case Works
Quincy, Ill.



ELECTRIC WELDED!!

No. 690—5½x7 Cards $3.25 per Doz.
No. 691—7x11 Cards $6.00 per Doz.
No. 692—11x14 Cards $8.00 per Doz.
Finished in Nickel, Gun Metal or Oxidized. Round or Square Bases

No. 682—$2.00 per Doz.

6, 8, 10 or 12 inch Standards Base, 4x4½—Arms, 7 inch wide

Finished in Gun Metal or Oxidized.

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West 20th St., New York City. We also show our lines of Wire Display Racks, Easels, Garment Drying Forms, Doll Stands and other Wire Specialties.

Write us for our Window Dresser's Supplement!

J. B. Timberlake & Sons
Manufacturers - - JACKSON, MICHIGAN



MY OTHER STORE

"AS my memory serves me, it was January or February 1913. I have since sold hundreds and hundreds of hats out of it, and I want another one like it for my other new store."

One of Our Customers Calling for Another Illinois Hat Wall Cabinet which has many points of patented superiority that increase its efficiency and utility. Their finish and workmanship is unsurpassable.

SEND FOR OUR NEW ILLUSTRATED CATALOG

which gives complete specifications of these wonder cases.

Illinois Show Case Works

1731-1739 North Ashland Ave.

Chicago

Guaranteed Washable Enamel Dress Forms



Latest productions in Full Enameled Bust Dress Forms. Our forms have an individuality and style that have made them popular with the best stores in the country.

A complete form like cut, with "Buckeye Feet," which permit you to tilt the form at any angle, thus getting perfect poise.

Just Turn the Wheel

Specially priced for this month only

$15.00

A complete line of Window and Interior Display Fixtures of every description, containing many special and exclusive ideas.

Give us a trial, and we will prove that "We Make the Best Only."

Visit our new show room and be convinced.

THE BUCKEYE FIXTURE CO.

1292 W. 4th St. CLEVELAND, O.



"This estimate on the cost of a new front for the old store doesn't run into so much money as I figured it would. And, as the contractor said, the greater display space in the windows would finally pay for the cost of the front. Well, some day, I'll look into the matter, and maybe——."

But why "**some** day"? If it's a case of "eventually"—WHY NOT **NOW?**

Today is the time for action.

Procrastination is a forerunner of Failure.

Make up your mind to have that new front NOW! You could if you would. It's only a question of getting **at it.**

A new KAWNEER all-metal store front will work miracles in the appearance of your store—will enable you to show more merchandise—to get more customers into the store.

The cost?

Well, suppose we estimate it at $1,000? Allowing only $1.29 a day **increased gross business** (as a result of a new front) your KAWNEER Front would pay for itself in ten years out of this increase!

But it isn't a question of **cost.** It's a question of efficiency. You can make your store equal to any in your own or surrounding towns. You can cinch a larger share of the trade that is now going elsewhere. A KAWNEER Store Front will do it. Take action on the proposition NOW—not "some day."

GET THIS STORE FRONT BOOK

It is a veritable mine of Store Front information, with scores of illustrations, testimonials from successful merchants—big and little—and actual proof of Kawneer money-making possibilities. It's FREE.

Kawneer

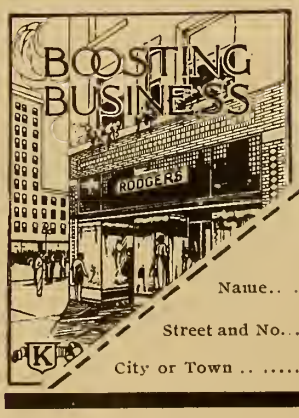
Manufacturing Company

Francis J. Plym, President

Factories:
Niles, Mich.
Berkeley, Cal.
Guelph, Ont.

Dept. E, 142 Factory Street
NILES, MICH.

We have a branch near you



Mail the Coupon

KAWNEER MFG. CO.
Dept. E, 142 Factory St.
Niles, Mich.

Kindly send "Boosting Business No. 14" to me without obligation.

Name..

Street and No.....

City or Town

Are You Prepared?



Rose Sprays

No. 6010. The most luxuriant and elaborate bouquet of artificial roses ever produced. True to nature, they will deceive the most critical observer. Color, shape and arrangement are perfect. These roses are especially manufactured for us by an artist in Europe and must be seen. Colors, American Beauty red, bruni red, tea, pink, white, yellow. Total height, 50 inches; 12 sprays to each bouquet; complete with vase of papier mache$6.00

Single spray, 36 inches high, per dozen....$4.80

¶ We are prepared to fill your orders the same as heretofore. We have the Largest and Most Complete Stock in the World. We have stock of all colors and are prepared to make up and deliver anything in the line of Art. Flowers and Foliage in any color that you may need.

¶ Our DESIGNS are the Newest in Style and Coloring. Our twelve page Catalogue illustrated in colors shows colored photographs of our goods.

¶ Other Designs are shown in our twenty-four page Black and White Catalogue.

¶ SEND FOR BOTH CATALOGUES.

¶ Several Display Men in Chicago during the month of February made the following statement:—***"We certainly must hand it to you, for after looking at all of the lines shown all over the country, yours is the Best, and better this year than ever before. You certainly have the goods for us fellows."***

¶ A State Street Display Man stated to an out-of-town man: "If you want something good, classy and reasonable, you must go to Baumann's."

¶ We are ready at all times to serve the Display Men and Merchants.

L. Baumann & Co.

Leading Importers and Manufacturers

357-359 W. Chicago Ave. ***CHICAGO***



Show Window Plateaus

----------With the Use of Plateaus When Making Your Window Trims you Can Get Very Striking Results.

----------Plateaus Have Become a Necessity to Good Window Trimming. They Lend Themselves Nicely to Individualizing a Certain Style, or Make a Good Centerpiece for the Window.

----------12 Styles, With Low and High Movable Legs, in Mission, French and Carved Designs. With or Without Plush. In 2 Woods and a Dozen Finishes.

The Oscar Onken Co.

No. 3726B Fourth Ave.
Cincinnati, Ohio, U. S. A.



Effective Grouping

Have You Our Catalog No. 89?

UPRIGHT



HORIZONTAL



25c per square foot for these beautiful Landscapes. The minimum charge is $2.00 for 8 square feet or less.

All paintings are made to order. When ordering state whether painting is desired horizontal or upright, like illustrations above.

Decorative Landscapes

Are the Life of the Spring Displays

WITH that weird tinge of the Oriental in color, modernism is bursting into bloom on canvas, in the form of Decorative Landscape Panels.

They are different from the old-time scenic panels in which the artist worked for naturalness. They are a reproduction of nature as dreamed of by the idealist, which is so in harmony with the wearing apparel of today. Schack's Decorative Panels bring life and color into the window and give an effect of depth that is otherwise hard to get.

GET THESE TWO VALUABLE BOOKS—FREE FOR THE ASKING

Schack's Book of Suggestions for the Displayman contains hundreds of practical schemes for window and interior decoration from small units to large backgrounds.

Schack's Spring Flower Book, the most complete ever published contains pen sketches of screens, benches, urns and pedestals of modern style; brimful of ideas for any Display Man.

NOTICE—Although prices of Dyes have raised from 500 to 1,000 per cent, we have not advanced the low prices on our goods. We have a large supply of dyes and can furnish any tint or color desired.

The Schack Artificial Flower Co.

1739-41 Milwaukee Ave. Chicago, Illinois

OUR PRICES
Have Not Been Raised

Other fixture dealers have announced advanced prices on practically all their products because of the increased price of materials.

We are still selling and will continue to sell at our old low prices and our fixtures will continue to be, as they always have been, the best that can be obtained at any price. Here are some reasons:

FIRST Foreseeing the present scarcity of metals and other materials, we laid in a large supply of brass, steel, etc., before the big raises in price came. Since then, the prices of metals have gone up like a skyrocket.

SECOND We sell by mail exclusively thereby saving the salaries and expenses of traveling salesmen. Any practical merchant can figure up what a saving this means.

THIRD We have a very low overhead expense. Our office and display room is on the sixth floor and the rent is but a fraction of that of a ground floor salesroom.

FOURTH Our factory equipment is the most modern and labor saving obtainable. Our machinery has all of the latest improvements and each machine is driven by individual motor. There can be no loss of power.

FIFTH Our general selling expense is extremely low. Our fixtures have such a reputation for quality and appearance that they practically sell themselves to all those who have once used them.

SIXTH We are satisfied with a reasonable profit. We believe it to be better business to take a number of small profits from a regular customer than to get one big profit and lose the customer.







VALANCES Our line of valances ranges from the most inexpensive to the finest that can be made and every pattern is an excellent value. Send us your window measurements and we will be glad to submit sketches.

WAX FIGURES We are constantly adding new models to our celebrated line of wax figures. We have the best possible values ranging from $27.50 up to $125.00. Special figures to order.

METAL FIXTURES Better fixtures than ours can not be made. Only the best materials are used and the construction and finish are the best possible.

PAPIER MACHE Our papier mache forms are correct from every point of view. They are modeled correctly, made properly and finished as well as our metal fixtures.

Send for our big catalogue and our special album of new wood fixtures

The Great Western Fixture Works

178 W. Jackson Blvd., Room 616, Medinah Bldg. CHICAGO

Prepare *for* Your Spring *and* Easter Opening



My complete line of up-to-date dainty Spring Art Flowers, shown in Catalogue No. 331. Write for it.

When in Chicago, do not fail to visit my daylight Show Room in the heart of the city.

Carl Retschert

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The faces of Feldman's wax figures are speaking likenesses; not the over-colored, "dough" faced, impossible looking creatures that you so often see.

Feldman wax heads offer a pleasing and lifelike effect that will attract attention to your goods instead of making your merchandise look ridiculous.

Full wax bust with Feldman patent attachment — full wax arms on latest suit forms, with full wood legs, $100.00

Semi-full bust, wax head with half wax arms, $50.00

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METAL AND WOOD FIXTURES



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CARTERS FAMOUS GREENS *for* Easter Displays

This promises to be the best season in my long experience of handling nature's greens. The crop this year is so firm and lustrous and of such a beautiful shade of green to make the most enticing decorations for windows and interiors.



The above illustration shows just a corner of our shipping department. On these beautiful Spring days everything is handled out in the open where we are all right close to nature.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft. Price.....$4.50
Case No. 2 contains 400 sq. ft. Price..... 3.50
Case No. 3 contains 300 sq. ft. Price..... 3.00
Case No. 4 contains 200 sq. ft. Price..... 2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen.....$1.25
Per 100 7.00
Chamaerop Palm Crowns.....Per doz. 2.00
Chamaerop Palm Leaves.....Per 100 2.50
Sabal Palm Leaves, the large kind.....Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.....$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft. 4.00

Laurel Festooning, Heavy Grade, 6c per Yard

Geo. M. Carter

Evergreen - - Alabama

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¶ The pioneers in the field of practical and attractive wood display fixtures, we invite you to let us outfit you as we have thousands of merchants throughout the country. ¶ With all modern facilities at our command we are prepared to give you efficient service at modest cost.

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Polay Fixture Service, Inc.

515-523 No. Halsted Street
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HAVE YOU SEEN OR TRIED

For Your Best Pen Work or Artist Designs



Often Used for Finest Air Brush Work

"SPECIAL" SNOW WHITE?

Please keep this grade in mind for the STANDARD WHITE INK.

Kindly remember it is always good while a particle remains in the jar and that it will not rub off when dry.

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Sent prepaid on receipt of 25c in stamps

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LIKE a bright light in a starless night the Welch-Wilmarth Store Equipment stands out—compelling attention, displaying your goods. Every progressive store concedes that **better** store equipment does pay. The **Best** Store Equipment costs no more—not so much in the long run—and **pays for itself** in lessened operative expense, more sales, greater and better advertising. And the Best Store Equipment is the Welch-Wilmarth. It is best in efficiency, design, material, construction, finish—and **service.**

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The Welch-Wilmarth Lines of Grand Rapids

WELCH MANUFACTURING CO. *WILMARTH SHOW CASE CO.*

7 Lyon St. GRAND RAPIDS, MICH. 1524 Jefferson Ave.

WELCH-WILMARTH SHOWROOMS: Chicago, 233 W. Jackson Blvd. New York, 20 W. 30th St. Boston, 21 Columbia St. St. Louis, 1118 Washington Ave. Minneapolis, 21-23 N. Third St. Pittsburg, House Bldg. Des Moines, Shops Bldg. Helena, Mont., 106 Grand St. Roanoke, Va. 212-214 Terry Bldg.

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SYSTEM IN THE WINDOWS

THE DISPLAY MAN CAN SAVE TIME AND MAKE HIS WORK MUCH EASIER BY HANDLING HIS DUTIES IN A SYSTEMATIC MANNER—HOW IT IS DONE IN A KANSAS STORE

DURING the past few years we have heard and read a great deal about "system" as a most potent factor in the development of "efficiency" in practically every branch of endeavor. Indeed the two words have been used together so frequently that, in the minds of many, system and efficiency have come to be regarded as synonymous, for it is difficult to imagine one without the other. At any rate, it is generally conceded that system is the keynote of modern business. Certainly system should enter into every detail of storekeeping, from the purchasing of stocks to the final delivery of the goods to the customer.

It is a fact, however, that in many otherwise systematic stores the display man's department is handled in anything but an orderly way. This is generally due to the fact that there is more or less conflict in authority and because the display man is allowed to exercise but little initiative in determining the use of his windows. The merchandise man, the ad man, the buyers and the display man all have something to say as to how the windows shall be apportioned among the various departments, and it frequently occurs that some member of the firm will also insist upon "putting in his oar." As a consequence, unless there be some definite arrangement it is more than likely that a good deal of confusion will occur. The result of this is to make the display man's work much more difficult and less satisfactory to all concerned than it would be if the windows were handled according to some well defined system.

Every display man in a store where his department is not handled according to system has had the unpleasant experience of getting all ready to make a display for some particular section, only to have all his work upset at the last minute through a countermand from some one in authority having different views as to what merchandise should be shown. All this tends to make the work of the display man more difficult and to lower the efficiency of the windows.

In most big stores nowadays, however, the display man handles his work with the regularity and precision of clockwork. If he did not he would have a mighty hard time holding his job. Various systems have been devised for handling the window display department. Practically all of them are good. Naturally the best system that can be devised is the simplest one that will fully accomplish the purpose for which it is intended. Red tape and useless formality should be eliminated—they waste time and are likely to complicate matters.

Henry DeWitt, who handles the advertising, show windows and cards for the big store of the Wallenstein & Cohn Dry Goods Co. of Wichita, Kans., has developed a simple but highly efficient system which enables him to take care of his manifold duties easily and satisfactorily. Considering that this store has fifty-three departments, fourteen windows and is an aggressive advertiser, it is easy to understand that the man who takes care of all this would have to handle his work methodically to get it done.

Mr. DeWitt arranges the schedule of the displays that are to go in the various windows and they are carried through with the regularity of a railroad time table. He can always tell several days ahead the merchandise that is to be put in every window.

Each department is furnished with printed forms which must be filled out and sent to the display department in order to secure window space. This application for window display has blank lines for

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the name of the buyer, the department, the number of window wanted, when it is wanted and the number of days it is desired that the display be left in. There are also several lines upon which the buyer is required to state his reason for asking for the display and whether it is a "special value" or merely a regular display. At the bottom of this application blank appears the following:

"This application must be presented to the head display manager not later than Friday noon to insure window display for the next week. Making this application does not imply that you will receive a certain window, or that your merchandise can be displayed at that particular time. Should you be allotted a window, you will receive a notification of same.

When an application for window space is received, Mr. DeWitt considers its importance; consults his schedule, window chart and other requests for space, and determines whether or not the application can be granted.

If a window is allowed a department the buyer is notified by means of another blank form that tells him the number of the window and when it will be trimmed. He is also requested to make necessary arrangements and have all merchandise to be displayed, ready at a specified time. It is necessary for the buyer to comply with these requirements in order to insure a display.

By this arrangement Mr. DeWitt is able to keep his work well in hand as he at all times knows just what has to be done each day for several days ahead. The buyers have learned that it pays them to make application for space as early as possible and as a result they do not wait for the last minute to state this requests.

The order blank for show cards used by Mr. DeWitt is equally simple. It is a sheet somewhat larger than the ordinary business letter paper and is ruled off into nine squares in which the copy for the signs is to be written. At the head is a blank form to be filled in with the date, department number, and the day and hour the signs are required. The stock sizes of cards such as full sheets, half sheets, etc., is explained and at the head are the following instructions:

"SPECIAL NOTICE: No sign will be made unless copy for same is written on one of these blanks.

"Order your signs for advertised goods when you write your copy for ads. Avoid words "Rush," "At Once," "Soon as Possible," etc. On lines at left mark when signs are actually needed, as Tuesday, 10 o'clock, etc. Allow all the time you possibly can for making same.

"All signs are lettered on *one side only* unless marked "XX" in square in which copy is written.

"All orders for signs for Friday's business must be in by Wednesday, orders for signs for Monday's business, by Friday.

"Have all signs in each section of uniform size as near as possible. Small, neat signs are recommended.

"All orders for signs must be signed by a person authorized to order same and must bear department number and *state when signs are wanted.* If this is not done, sign order will be returned to you. Write legibly."

Mr. DeWitt handles his advertising in a similarly simple manner. A printed requisition blank is addressed to the buyer of the department requesting that he furnish a specified number of items for a certain paper on a certain day. There are a num-



Plate No. 9303. A Good Display of Men's Hats by B. H. Logan for the Holmes Co., Wichita, Kans.

This was a decidedly good display of men's hats. Three well-known brands were shown, each being grouped in a separate unit. In each group was a hat showing the name of the makers and there was also a show-card calling attention to the brand. Plateaux and pedestals were used throughout this setting. The few flowers used helped much.



Plate No. 9304. A Display of Men's Wear by Harry H. Heim for the Marston Co., San Diego, Cal.

The background of this display is practically a permanent one, being in gold plush. The floor covering was of carpet in a golden tint. In the middle of the background was a poster around which were clusters of ferns and foliage. Two coats on forms were used in this setting and there were five other coats and three overcoats also shown. A vest form was used to show a shirt, neckwear and a vest. At the extreme left may be seen a halltree.

ber of blank lines for special information in case that is necessary. At the top of this form is a schedule showing when copy must be filed in the advertising office in order to appear in the newspaper of an indicated date. The directions are as follows:

"In order that your copy may receive attention, the following schedule must be observed. By doing so you receive proof of your advertisement and we are enabled to make corrections. All copy must be delivered to Advertising Office and placed on file (designated for the day your copy is to appear) by 12 o'clock on the day you receive requisition.

"Copy appearing in Sunday's paper will not be accepted later than Thursday noon.

"For Monday's and Tuesday's Beacon, copy must be presented by Friday A. M.

"For Thursday's Beacon—Friday's Specials—copy by Monday noon.

"For Friday's Beacon—Saturday Specials—copy ready Tuesday noon.

"For Saturday's Beacon—Saturday Night Specials—copy Wednesday noon."



Plate No. 9305. A Display of Men's Wear by Harry H. Heim for the Marston Co., San Diego, Cal.

The background of this display consisted of two panels of cream colored silk tapestry, over which handsome pictures in antique gold frames were hung. In one of the panels was hung an Austrian shade of tan silk. The floor was of cream-colored felt and at one side stood a tall vase filled with handsome ferns and other foliage. The clothing was displayed in a practical manner for selling, yet the arrangement was altogether artistic.



Plate No. 9306. Black and White Display by L. A. McMullen for Eastern Outfitting Co., Portland, Ore.

This window, while quite simple in scheme, is in especially good taste—and gives an idea of how black and white windows can be worked up effectively without being overdone. The photo is so clear that no description is necessary.

There is also a blank form upon which the buyer sets down the present price and the advertised price of each item listed. To this blank is attached the proof of that part of the ad applying to the section to which it is sent by a messenger. The buyer is required to make connections immediately and return the proof by bearer. In this way there is no time lost.

There are a number of other details concerning Mr. DeWitt's system that might be gone into but enough has been explained to give an accurate idea as to how he handles the three positions of window, advertising and card man. The chief essentials to these methods are precision and promptness. Everyone concerned is told exactly what he has to do and when it must be done and the details are made easy to take care of by means of the printed forms, all of which are self-explanatory. It is all so simple and plain that there is very little chance of making a mistake.

It is possible that this exact system might not be practicable in every store, but in most of them it could be used with slight modifications and it would prove a wonderful help to the display or advertising man. It is well worth giving a trial unless the store has a better system in force.

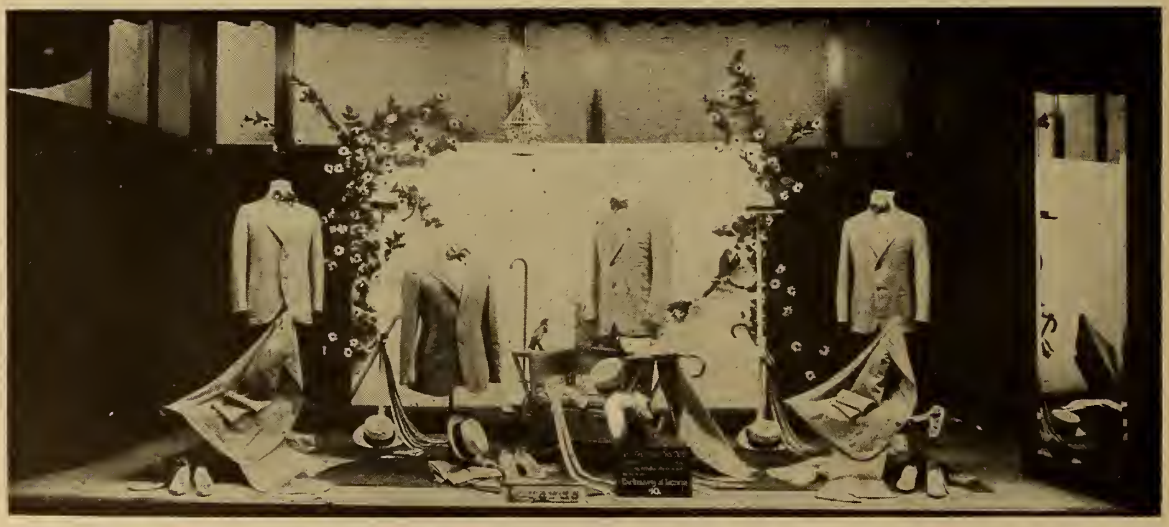


Plate No. 9307. A Display of Men's Summerwear by H. H. Tarrasch, for Lazarus, Columbus, Ohio

This was an early showing of men's cool suits for hot weather. The arrangement and colorings of the merchandise, and the background gave the whole display an attractive appearance. The background was white with green daisy sprays and the floor covering was green, which blended splendidly with the colorings of the suits.

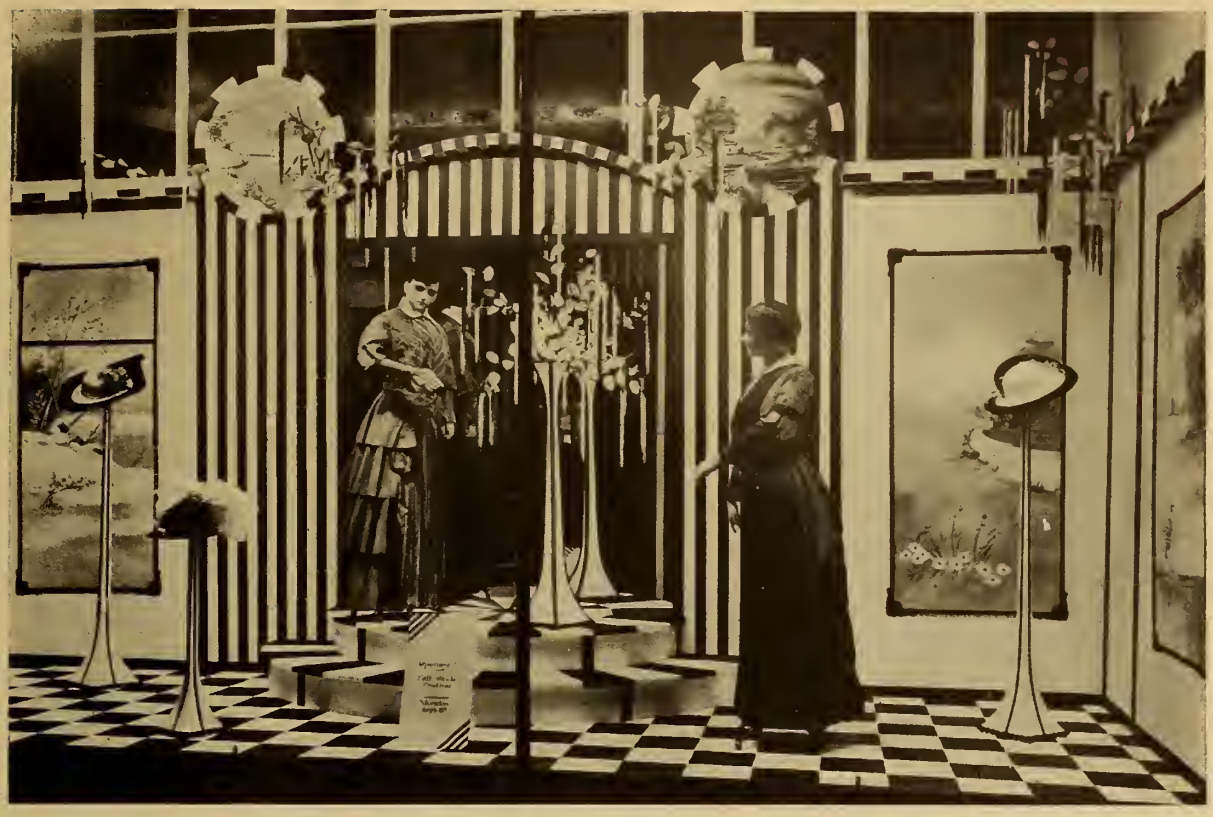


Plate No. 9308. A Black and White Display by Leo Van Coutren for Halliburton D. G. Co., Brookfield, Mo.

This display was carried out entirely in black and white. The painted panels were monotones and so were the small circular paintings at the top. Black and white foxtails and white foliage were used as the decorations. High stands were white, decorated with black beading. The floor in checker board effect was black and white squares. This made a setting which compelled attention. It received much favorable notice.



Plate No. 9309. A Display of Boys' Spring Suits by H. H. Tarrasch for Lazarus, Columbus, Ohio.

The large threefold mirror at the back was framed in white and decorated with a profusion of white maple leaves. Tables and chairs were used in connection with pedestals and various other standard fixtures to show the numerous suits which were on display. The window was done throughout in blue and white.

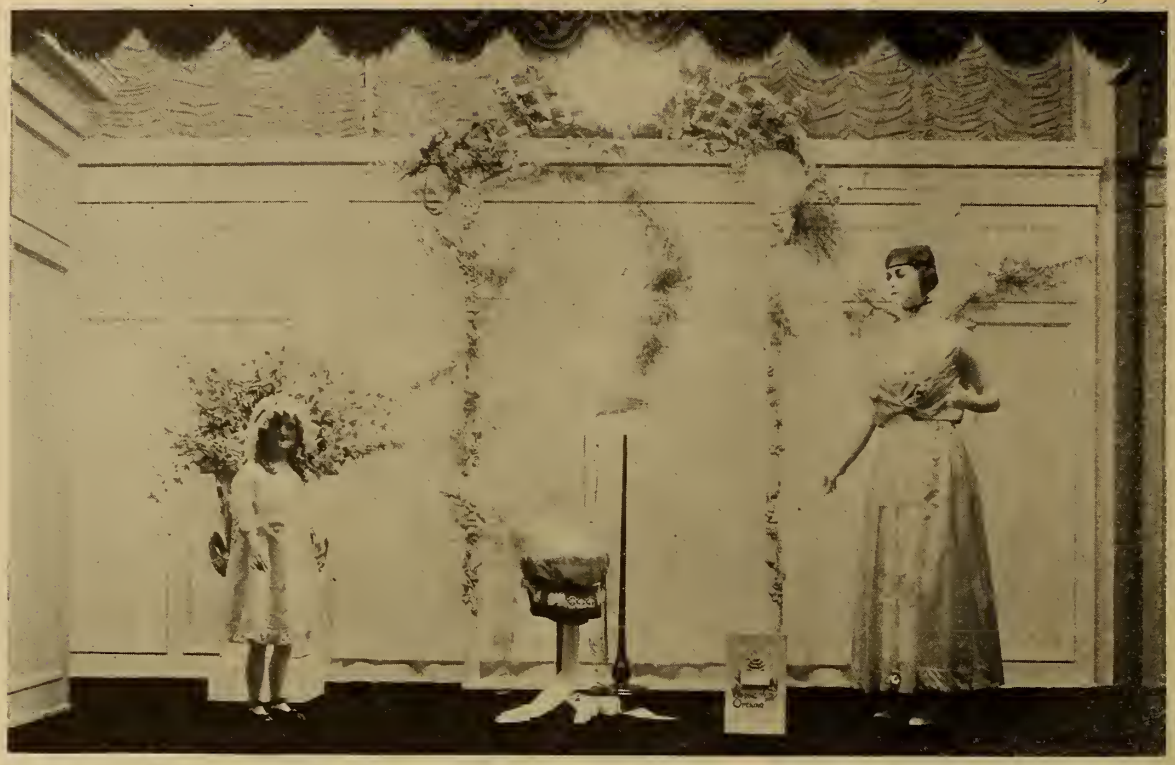


Plate No. 9310. A Spring Display by L. B. Haughey for H. P. Wasson & Co., Indianapolis, Ind.

Here is shown a setting that is unusually pleasing. At the back of the window was an arch supported by columns having a rose vine in plastic relief winding around them. The arch itself was decorated with relief work and finished in lattice work. It was decorated profusely with spring flowers and asparagus ferns. At the left was a tall ornamental urn, which is only partially visible in the picture owing to the wax figure of the small girl. An ornamental glass chandelier hung in the middle of the window. This is one of several windows trimmed in a similar manner.



Plate No. 9311. A Spring Display by Walter E. Zemitzsch for the Famous & Barr Co., St. Louis, Mo.

This is an unusually attractive setting that was designed to show women's spring gowns suitable for the seashore. A series of unusual columns in modern art formed a sort of peristyle in front of a large painting showing a Southern seashore hotel. In the foreground was a bed of poppies with large palms in the middle. The floor was covered thickly with finely crushed stone. All the figures in this display were posed remarkably well.



Plate No. 9312. A Special Display by Walter Zemitzsch for the Famous & Barr Co., St. Louis, Mo.

This display was put in for the purpose of emphasizing one brand of clothing. The background was in tan and brown with yellow chrysanthemums and poppies. In the middle was a scenic panel made from wall paper. It was outlined with a relief border. At either side was a tall column in front of each of which was an ornamental shade with a long fringe. A number of colored posters supplied by the manufacturer were used in this display.



Plate No. 9213. A Display of Clothing by the Metropolitan Clothes Shop, Dayton, Ohio.

This was a very good display of clothing, although there is nothing spectacular about it. The garments were all carefully pressed and placed on the forms with the greatest care, consequently each one showed up at its best. Natural prepared foliage was used as the decoration. A few ferns and goldenrod were also used.



Plate No. 9314. A Handsome Display by H. H. Tarrasch for Lazarus, Columbus, Ohio.

This window was put in to show women's high-class white ready-to-wear suits. The background was covered with maple leaves in pure white. A few pairs of shoes and a couple of hats were shown with parasols and other accessories. A notable feature of this display is the exceptionally clever posing of the two figures.



Plate No. 9315. A Spring Display by Wm. Butement for Forbes & Wallace, Springfield, Mass.

Here is shown an attractive arrangement for a spring display. It was put in during January to illustrate the new summer fashions for southern tourists. However, the idea could be used in any spring showing with equal effect. The painting at the back showed a seaside view with a beach in the foreground. The frame of this scene was covered with white terry cloth. Magnolias, smilax, sago palms, and red bambax plants were used to decorate the frame. The floor was covered with sand colored felt with strips of imitation grass at the rear.



Plate No. 9316. A Church Decoration by A. W. Lindblom of Minneapolis, Minn.

The display man is frequently called upon to decorate the interiors of churches for weddings and other occasions. Here is an unusually handsome scheme of decoration that was carried out by Mr. Lindblom recently on the occasion of a society wedding in Minneapolis. Easter lilies were the flowers used and they were handled in profusion but with rare discretion. Masses of ferns and smilax covered up the railings and a series of tall spruce trees added much to the effect. The photograph gives but a poor idea of this handsome decoration.



Plate No. 9317. A Spring Display by L. A. Manne for Chas. Trankla & Co., Grand Rapids, Mich.

This is a companion window to another similar one by Mr. Manne. The idea is an old-fashioned country garden, and the flowers and design are all in keeping. This is a display that is easy to build and does not cost much.

NOTES FROM NEW YORK

NEW DISPLAY DEVICES IN ARNOLD, CONSTABLE & CO.'S WINDOWS—NOTABLE LACE DISPLAY BY MR. ROSSITER —BEST & CO. ENLARGING WINDOW SPACE—IMPORTANT EVENTS AT WANAMAKER'S

F. F. Purdy

MR. SCHMIDT, display manager for Arnold, Constable & Co., has just added to his equipment some 39 handsome little tables, pedestals, tabourettes, benches, etc., all made of Circassian walnut by the firm that put in the Circassian walnut background for the A., C. & Co. sttore. These fixtures are all of Circassian walnut, to match the background. Most of these pieces are for use in corners, which in many windows are overlooked, and which can here be utilized effectively. The new fixtures run from 6 to 32 inches high in regular gradations of size. The taller pieces have three shelves for merchandise, the second shelf being fairly near to the top one. Some fixtures are square, others round. They fill in corners and back of forms. On top may be placed, for instance, a bag or neckwear form. Underneath there is room for a pair of gloves, or an umbrella laid flat. Below there may be a box of handkerchiefs, or perhaps shoes, harmonizing with the general effect. Mr. Schmidt is also featuring platforms in two-tone French gray, covered with gold colored velour, on which are shown women's accessories like fans, gloves or scarves. When evening gowns are shown the reverse side of the background panels, in silk brocade, are turned to the front, making a fine harmony.

In the south Fifth avenue A., C. & Co. window, featuring the children's playroom and children's shoes, there is a great figure of the woman who lived in a shoe—or rather, a great figure of the shoe, with the woman smaller and the little children all over the shoe. The accompanying sign, "Wonderland—Children's Shoe Department," with neat displays of shoes for the children, beckons in many an admiring woman passing by.

A NOTABLE LACE DISPLAY

Mr. Rossiter, of Lord & Taylor's recently showed a bridal window with a special display of laces. The bridal costume was his own design and draped and pinned together. The design was distinctly mediaeval, with the familiar conical head-dress of Normandy to match, an oddity, and yet a thing of beauty that caused much comment. The War Relief Committee of which Miss Anne Morgan is at the head fitted up their quarters on the main floor of a double building on Forty-second street last month and applied to Lord & Taylor for assistance in putting up their windows in attractive form. Mr. Rossiter came to the rescue, draping full length of both large double windows in red, white and blue, with a canopy effect in same in top of each window. There were many interesting curios in the windows, including Madame Paderewski's dolls; finger rings made of aluminum out of particles of broken airships set with pieces of glass from the broken windows of the cathedral at Rheims; copper from exploded shells in various forms, etc. The window space was divided between the Belgian Relief Section, the Polish Relief, the National Secours, the British-American Relief, and the Serbian Relief. Not



ONE OF THE NEW ARNOLD, CONSTABLE & CO. NEW WINDOWS DRESSED BY DISPLAY MANAGER EMILE SCHMIDT.



A NOTABLE DISPLAY OF LACES BY OWEN ROSSITER FOR LORD & TAYLOR.

long ago the Educational Committee of women were privileged by Lord & Taylor to give Tennyson's "Princess" in the auditorium, the scene for which was staged by Mr. Rossiter in fine style. Before he had finished, however, it appears that he came pretty near being the producer, as the arraying of all participants in the various costumes needed a lot of attention. The foregoing are some of the classes of work that run right into the regular routine of the display manager, and which are taken care of in excellent style at very short notice.

ELECTRICAL DISPLAY AT GIMBEL'S

Gimbel Brothers are showing some excellent electrical effects in their windows, in which display manager Hopkins and his assistants, Messrs. Harris and Jones, are skillful and effective. Here are some of the recent combinations: a silverware window, with the entire window illuminated with purple electric rays; a millinery window, with blue lighting; a silk window with green lights; a set of furniture windows, one window with a Circassian walnut dining room suite with blue illumination, a Japanese bedroom with red lights, a living room suite upholstered in material of wisteria hue accompanied by purple lights, a dainty bedroom with a suite of furniture in old ivory and an effect accentuated by pink lights, corner window with a living room suite upholstered in five-inch stripe of alternate blue and gold velour with amber colored lighting. The foregoing effects were the subject of much favorable comment inside the store and out.

Gimbel's are also using lattice backgrounds, which look well for a change. With the different colored windows, various colored flowers are used to match the predominating hue of the window. A millinery window was accompanied by the use of wisteria on the lattice background. A fine parasol window had lilacs as a background.

Charles Wendel, president of the Display Managers' Club, and now display manager for the J. L. Hudson Co., of Detroit, was a visitor here in February and spent several days here. Mr. Wendel expresses himself as well pleased with his new post. Detroit is highly prosperous and there is opportunity for the merchandise displays in the enlarged Hudson store to challenge the best in any man.

Gimbel's has a very capable force, and it is being drawn upon outside. Harvey Williams, formerly of Gimbel's, is now in charge of the windows of Stewart & Co., a specialty house on Fifth avenue. Ed. Glazer has gone with Best & Co., of Fifth avenue, as assistant to Mr. Trewhella.

Mr. Schmehl, display manager for the Greenhut Co., was away at just the right time. When the thermometer was almost down to zero last month he was in Florida, where he spent a fortnight the last of the month. Now that the Greenhut business is consolidated at "The Big Store," Mr. Smith, formerly of the house furnishing store of the company across the street, is now in the main decorative department.

The Display Managers' Club held their February meeting on the evening of the 14th at their headquarters on Thirty-fourth street, and notwithstanding zero weather there was a good turnout. With President Wendel in Detroit, Vice-president Koerber in Philadelphia and Vice-president Schmehl in Florida, past-president Tishman was called to the chair to preside. Various matters were informally discussed and the names of several candidates were proposed for membership.

The stocks of Best & Co. in women's apparel have been increased to an extent that necessitates more window space for displays, and work is going on in installing a new front on Thirty-fifth street of some forty feet to give the added facilities. Mr. Trewhella is putting up some excellent specialty windows, and will thus have nearly 50 per cent added to his space. Best & Co., long known as a house specializing in children's wear, is becoming equally well known in women's wear. As one goes into the Thirty-fifth street entrance the "Suggestion Box" is prominent. Each month prizes are given for suggestions valuable enough to be adopted. Last month the names of those awarded prizes for suggestions were posted there. One was a porter, three were aisle managers and two saleswomen. In response to a comment on a porter being wide-awake to improvement, Mr. Trewhella remarked that the porter-prize-winner had carried off three previous prizes for his good ideas.

ABOUT WOMEN'S FADS

The reasons for women wearing straw hats in winter were being discussed the other day, and an observant and philosophical display manager gave his ideas on the subject this way: "We sold straw hats to women in January. We sell velvet hats in July or even June. In a number of the best retail houses many models are sold to dealers and visiting milliners from smaller cities for their inspiration in getting up their new season's hats at home. An out-of-town man was here the other day and bought ten hats, which will doubtless go right into his own workroom to give inspiration to his millinery staff. Hats for each new season are naturally shown here far in advance. Perhaps this demand from out-of-town milliners has something to do with it. Anyway our new styles are shown in the store and windows very early. Hence they are seen by city shoppers and consumers, and you know women are always on the qui vive regarding what will be worn the coming season. Thus they are encouraged to buy their hats early, and they have been gradually advancing the season, being not at all averse to getting ahead of their social competitors. Thus we see women in New York, in by no means small numbers, wearing fur coats down to their heels, surmounted by straw hats. This is ridiculous, of course, but this is the case, and we all follow the stream of demand and the line of least resistance. Thus the late Easter will make little difference with the millinery trade. Similarly last July white fox skins were generally shown and worn by "everybody" at the seashore, in defiance of the season, and possibly to indicate the independence and caprice of women. By September so much had been seen of white fox that this material was relegated to the rear and other substitutes brought to the front."

The Sphinx Club held their big dinner the middle of last month in the grand ball room of the Waldorf-Astoria. Preston P. Lynn, of Wanamaker's, has long



Plate No. 9318. A Display of Notions by W. S. Little for Kenny Bros., Canton, Ohio.

This is an unusually good display of notions in which the decorations were composed of the various articles on display. The effect was excellent and large sales resulted. The cost of this display was practically nothing.

been a leading light of the Sphinx Club, which perhaps accounts for the fact that Harry Bird and his staff of the Wanamaker decorative staff were in charge of the decorations for the event, consisting of a fine and profuse arrangement of flags, bamboo fixtures, with cherry blossoms, separate decorations for the tables and a general sumptuous treatment that did credit to the artists. Wanamaker's was the only store in town that closed on Lincoln's birthday, and in the advertising some notable tributes were paid to Lincoln over the signature of John Wanamaker. The idea that those introductions to the Wanamaker advertising are manufactured in the grind of the advertising department is dispelled by the language of some of them, which speak in an authoritative way that only the chief would employ. There was a fine flag decoration in the rotunda preceding the 12th, at only the east end instead of a general decoration, consisting of a large stand of colors, with drapes across several floors, a large statue of Lincoln commanding the whole. A fine store spirit is being engendered in the great establishment. In each of the two stores the employees are gathered together at the beginning of the day, all coming to the edge of each rotunda, while the organ and the band strike up a familiar tune in which all join. One morning recently the popular Billy Sunday tune, "Brighten the Corner Where You Are," which is inspirational and which can not offend the religious sensibilities of anybody, including a Mohammedan or Hottentot, was reeled off by the band and sung with zest by all, led by a chorus stationed on the ground floor. The buyers in a number of the different departments have regular sessions with their assistants, and thus the Wanamaker policy comes down unadulterated from the management to the buyers and direct to the sales force. A recent event was a big book sale, widely advertised, and which was attended by such a crowd that the fact that books are yet big moving merchandise was well demonstrated.

CHANGES IN PHILADELPHIA

The most notable change in Philadelphia window fronts has been in that of Berg Brothers. The whole front has been completely remodeled, and the work was finally completed in February, after various sections had gradually been finished. The remodeling, inside and out, of this store, is said to have cost around $100,000, and it was worth it. The Berg store sells low-priced goods, and after the financial embarrassment a year or more ago, George H. Earle took hold of the business and effected a reorganization similar to that he has achieved in other lines. Mr. Earle, by the way, ran for Mayor four years ago, and had to stand for a lot of abuse because he was the candidate of the plundering contractor-politicians who run Philadelphia and make it the political wonder of the age why the Philadelphia people do not fire the whole bunch. But he was defeated for Mayor. He reorganized the Berg store, and now a fine front has been put in that gives the people an entirely different idea of the place. H. L. Winfield, display manager, formerly with Macy of New York, and Lit, of Philadelphia, was placed in charge of all details, and he worked them out finely. The background and ceiling of the whole front is of light fumed oak, giving a very handsome effect. There are footlights along the front, and in the lighting Mr. Winfield has tried to overcome the shadows. At top of each window is a funnel-shaped reflector, which is partially hid, and which throws the light straight down, and the meeting of the rays from above and below results in the elimination of the shadows. The fixtures on the interior of the main floor are mahogany, built after Mr. Winfield's design. There are no mirrors used in any of the windows. An attractive entrance has been arranged, corner Tenth and Market streets. Here four sets of revolving doors are installed and between each a circular show case displays merchandise on street and store sides. Above the entrance is a large, handsome clock, and this, with a large onyx pillar at the direct corner, gives the store a very inviting entrance.

MUCH FUSS has been made during the past year or so as to the ethics of comparative prices in advertisements. Because some advertisers have abused the use of comparative prices, other stores have discontinued their use. We can see no very good reason why any advertiser should not make comparisons of former and present prices providing it is done honestly. It is the truth that counts.



Plate No. 9319. A Millinery Display by R. A. Young for Rorabaugh-Brown Dry Goods Co., Oklahoma City, Okla.

Here is shown quite an unusual little display of women's hats. The color scheme was carried out in turquoise blue and French gray. The floor covering was of turquoise blue plush and the fixtures were painted a French gray. The hats and parasol were also gray. At the top of the background was a conventional wall paper design applied very smoothly. The stand which was placed slightly to the right of the middle of the window is of unique design. The top was filled in with shirred silk. Hat stands used were in nickel finish.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

SHOWCARD writing, as far as the cardwriter, display manager or amateur in retail stores is concerned, consists chiefly of getting out the most effective and legible card in the shortest possible time.

There are two things which in the main have well nigh disappeared in cardwriting. They are, first, the outlined letter and second, shading (so-called). The very decided practical worth of the sign card demanded one-stroke lettering, which caused practically the total oblivion of the pointed brush of the rigger type—which cannot but cause a lessening of the quality in lettering itself.

This may be disputed at first hand, yet today there are a thousand men—amateurs, cardwriters, window display managers and men who can make a sign, compared to five of fifteen years back, yet using the medium and large cities as a basis of comparison, the number of out-and-out thoroughly skilled professional cardwriters, has not increased ten per cent. By the latter is meant the men who can do in a reasonable time the high-class type of card one saw so much of ten to fifteen years ago from such master shops as Binger's. No judge of lettering will argue for a minute that the type of card turned out by this well-known artist could be done with the now almost exclusively used square-end letterer.

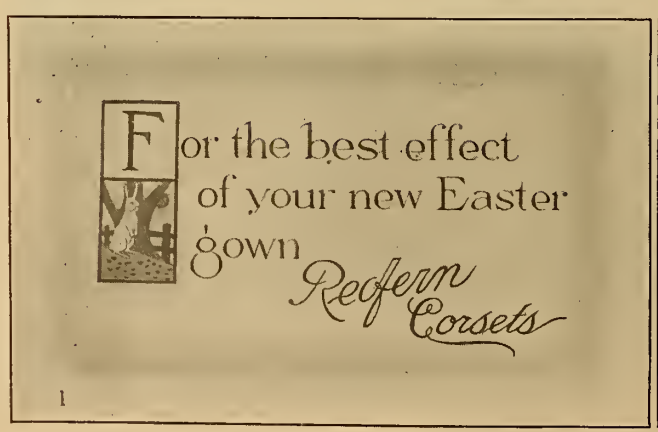
It may also be commented upon here that all the high-class shops are being driven to the designing, printing, lithographing and air brushing of printed showcards for local and national advertisers.

There is another reason why quality has not kept pace with the numerical increase of workers. It is the small size sign. A man cannot properly develop as a card writer on eighth and quarter cards, for it takes fulls and double fulls to bring out high-class work.

As far as shading is concerned, advocates of its use claim that one thing it does is to make lettering stand out in relief. As a matter of fact, it would take the highest grade of an art school worker to do this and then he could not do it fast enough to be practical. Shading—not air brush shading—simply softens the harshness existing between the lettering itself and the cardboard and in other cases affords a means of embellishment pure and simple. For example: there is no stronger contrast than a white card lettered in black, yet if the lettering is large enough to warrant it and it is shaded with a delicate gray it relieves the harshness of the card as nothing else can.

It is also worthy of note that large stores shun shading and all so-called embellishments, neither do they stand for fifty-seven different varieties of lettering, for they desire their patrons to be able to read cards throughout the store at a glance and if we find a glowing eccentric letter on some signs, a roman, a plug, slant italic, old English and fifty more untold, the very thing they seek is defeated, for it must be remembered the average buyer knows nothing of lettering—cannot tell whether a roman S, M or W is made backward or not.

There, perhaps, may not be much in the foregoing for you, yet in all sincerity would I advise every cardwriter to keep in his kit of tools at least a No. 5, 6, 8 and 9 rigger or semi-pointed type of brush, also now









and then to try his hand at a little good old roman outlined lettering—a DeVinne type of roman is excellent, also the antique and French roman.

In all the cards shown here the rigger type of brush was used. Cards Nos. 1 to 4 inclusive are eleven by seventeen. Cards Nos. 5, 6 and 7 are eight by twelve—others are small price tickets. The decorative novelties are all pasted on.

All lettering is brush except a little pen work on cards 1, 2 and 7 and on the price tickets.

Even a type of letter as on word "Quality," card No. 3, and "Easter apparel for men and boys" on card No. 4 is better made with the rigger brush than the square-end letterer, though I expect but few to believe it.

To execute script as on card No. 6 the rigger must be used absolutely. Nearly every letter has some peculiar feature which if noted helps the student in its mastery; not noted, he fails to bring out the very thing he is trying to get.

In engravers script this is absolute: two heavy lines never touch each other—*a heavy line or shaded stroke is always crossed by a hair line, or vice versa.* Easy to remember—absolutely no exception.

In the spring season we find green, gold, silver and lavender the favorites for card work. Men who know use purple showcard ink in preference to purple opaque, for in this case it looks the best.

Gold is one of the things that one must make himself to get a practical lettering medium. No water color gold will flow on coated board, but on mat boards or boards with grained surface it flows perfectly and looks rich. On highly coated board you must use gold bronze mixed in japan gold size and a squirrel hair or camel (?) hair letterer to flow it. Dash of turpentine used for thinning and only enough mixed for current use.

On card No. 7 is shown how the lower part of panel used on card No. 4 has been cut off and used. All these panels have been hand colored. I would suggest that at this season of the year you notice the Easter greeting post cards of the better sort for suggestions in coloring and decorative effects.

Card No. 3 is the old style motto type of card. A favorite of days gone by. One cannot help but remark such sentiments belong in the editorials of the newspapers.

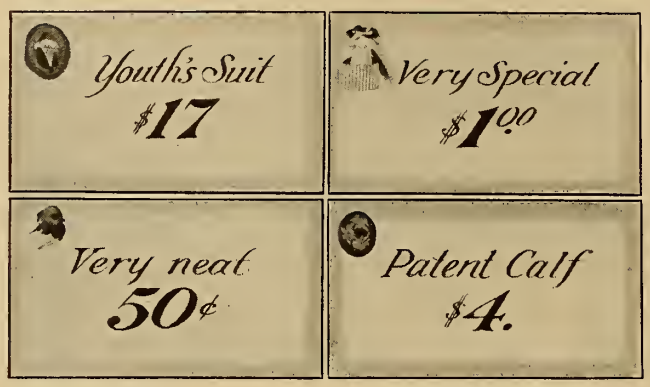
Time and time again have I known editors of trade







journals to ask cardwriters for examples of high-class work. Any man with red blood in his veins naturally likes to see some fine work after his name the same as he likes to win whether playing checkers, penny ante or baseball, and, take it from me, you see but little high-class work in department signs of large stores. Why use the large stores? Well, then, let us take the man who built the skyscraper in New York City. Did you, honestly now, ever hear anyone accuse the chain of ten-cent stores of having high-class cards? The owner of these stores did find out



that buyers were interested greatly in prices and the pertinent fact remains that your mother, sister or wife will tell you there is nothing they hate more than to have clerks eternally approaching them as they walk from one section to another.

They like to look at the goods on sale and show on counters, ledges, cases and bargain squares and know the prices of same, and for this reason and, for the reason that Woolworth fathomed, I maintain that there are but few articles in a store in public view that will not stand pricing.

Many merchants refuse to price ticket goods because it allows their competitors to know what they are charging for certain lines. Well, any merchant who is not pretty fairly familiar with what his competitor is doing, should take a good kick at himself and get his "thoughts" in action—or send for an undertaker.

To return to cardwriting, try to develop an easy slant knock-out letter for interior cards, shunning curves, slant lines and a hodge-podge of colors. Do the best you can in the time at your command.

Cut the quality of basement and all temporary signs in favor of window cards. Remember if you are working in Smith's that Jones, his competitor across the street, may be a brother Mason, an Elk, or sit in the same pew on Sunday, yet Jones don't go over and walk around Smith's store to see what his window display manager or cardwriter is doing. That would be a little bit "rough," but if your windows and window cards look good to Jones he is liable to say to his display man "That's a pretty good man they have over at Smith's now," and that is just what is making openings for display men.

Many narrow-minded individuals think trade schools of all kinds are killing their respective lines. Bosh! The universities with their three and four year courses are turning out M. D.'s, D.D. S.'s, LL. B.'s and others too numerous to mention—and I can run an ad in any metropolitan paper to cost not over seventy-five cents and I can have two thousand applications for a twelve-dollar or less job in the morning, while, as a dean of a medical college once told me, "there are lots of M. D.'s selling ribbons at $10 per." This after four years study. Few men, if any, ever left a trade school to face that, but one thing you must remember—a good physician and lawyer always stick to their books while they are in "the game." You must remember man derives his greatest intelligence from books and contact with his fellow man. And that is why you must read—read good trade journals, cutting out the impractical, reading everything you can find on the line of work which gives you your daily bread—and save up enough money to go to Chicago next August and meet a thousand of your fellow workers at what will be the greatest educational convention ever held.

The oracle has spoken.



Plate No. 9320. A Display of Jewelry by Muramatsu & Co., Kyobashi, Tokyo, Japan.

This is a photograph that came to us from the "Show Window" of Japan with but little descriptive matter so the reader will have to draw more or less upon his imagination as to the details. The chief feature of the background is a pair of pheasants which we assume were done in gold. There is also a mass of foliage. The merchandise is arranged much as it would be in the average jewelry window in this country.

Department Store Card Writing Problems

—Article X—

Harmony Cards

by

J. W. Johnston

IT IS certainly a pleasure for me to be making cards of the kind which I have advocated in my nine previous articles. I would, indeed, be a poor preacher if I did not practice what I preached; and a poor writer, if what I preached was not worthy of practice. It seems that there are quite a number of students in card writing work who feel as I do with respect to the kind of cards worth while.

"Harmony cards" are cards which harmonize in coloring with the color of the wood work of the stock cases or counters about them; or, which harmonize with a display of merchandise arranged in an interior show case or in an outside window to be seen by those passing on the open air thoroughfare.

It is absolutely fundamental, as I have emphasized time and again, that the color of the card might well harmonize with its surroundings; and I have been equally insistent that the message on the card should be in white lettering whenever possible for the very simple and undeniable reason that white reflects the light, enabling the message to be most readily seen whether the card be close by or at a distance.

Theoretically, it is the most ridiculous proposition imaginable to write a message in a way whereby the background is the brightest part of the announcement and the message itself the darkest, and so dimmed in consequence of the illumination all about the letters, rather than the reverse, which is perfectly logical and quite practicable: *be followed.*

The facts are so overwhelmingly in my favor in this contention that I have never heard of any writer who endeavored to contest the truth.

We all know the effectiveness of electric signs at night. The "Great White Way" in New York City and in other cities is a classic example. The darkness of the night is the background against which these signs in electrical illumination are thrown. I do not have to tell you how effective they are and I do not have to tell you the thousands and hundreds of thousands of dollars advertising men spend to secure this effective form of publicity, and why? Simply for the reason their message can be seen more easily at night by white lights on a black background, than the same message can be seen in the day time by black letters or any other colored letters against the whiteness of the clouds of the sky, or against the generally faint blue of the heavens themselves. Hence it is estimated the night signs in New York or Atlantic City are infinitely more effective than the day signs, because they are *more readily seen.* Were they not more readily seen; and so, not much more effective in an advertising sense, it is doubtful if the owners of a business would consent to such tremendous advertising expenditures as these electric signs entail.

But some good friend of mine is saying in his mind "Yes, but he forgets that the reason why the advertising signs are more effective by night against the black background, is that these electric signs are often arranged in colors and the colors are flashed by a mechanical apparatus using every conceivable method to attract the eye."

I do not deny that this is the case and nothing could prove more conclusively the merit of my theory as to the question of the proper background coloring for advertising cards, because you could put up all the red bulbs, blue bulbs or green bulbs you wished in the day time, put lights inside them or leave the lights out, flash them on as many times as you wished, or not flash them; and when these same bulbs, which are so effective at night time against the black background, are working against the white background or the faint blue background, or even against the dark blue background of "a perfect day in June," they will not attract enough attention to pay for the electric "juice" expended.

"Ah! but," some one says, "You do not have to figure with the sun in the night time; where as we frequently have to contend with the sun in the day time. This is exactly the reason why the letters in the day time, as well as in the night time, should be against a black or a dark background, since it is a principle of physics and a rule of the "eternal fitness of things" in this world that black will absorb the light and white will reflect the light.

You cannot get away from this A B C principle of color schemes, and so while I emphasize once more the virtue of writing the letters of a message on a sign in a way in which they may be most readily seen, it is certainly a comparatively easy matter to place the white lettering on a card which will be of a color harmonizing with the immediate surroundings.

If the sale is a white sale or the display a window of handkerchiefs, the white lettering on a black card furnishes a most effective contrast and yet does not diminish in the least the reading quality of the message.

In passing do not forget that the men who put up the most expensive advertising signs, either for day reading or for night seeing purposes, are fully aware of the virtue of the white lettering on the black or

dark colored background, and so it is they spell their names out in white on the black background, because they wish *their name* to be seen, whether you stand close by or observe from a distance.

To mention other ways in which harmony may be represented on a card, aside from the question of the coloring of the card, is simple, but in thousands of instances cards can be made wonderfully effective by simply remembering the fundamental rule that the card should harmonize with its surroundings, whether these surroundings be the color of the wood work of the fixtures and counters; or whether the surroundings be the merchandise itself, which may be grouped about the card in a display case or show window. The same is equally true if the proper *complementary* color card is used, but this is a much more complicated subject and so full of great dangers, unless a card writer is as conversant with complementary color tones and colorings as every display manager should be.

As stated in my article on "Significant Lettering," the style of the lettering or the alphabet to be chosen for the writing of an advertising message should be harmonious with the *spirit* of the story which is being told in the announcement.

It unquestionably involves a knowledge of the various different styles and fonts of letters to be able to pick out the alphabet which is most effective for use on a *quality* advertising card, but I know of no study more intensely interesting than an acquaintenceship with the families of alphabets and with their various relationships.

So then, after we have observed the proprieties with respect to the coloring of the card and the selection of the most effective style lettering, we come to the problem of ornamentation and border designs, which should also be in harmony with the idea to be conveyed. And, by the way, picture framing of the right sort is quite a study in itself.

We cannot condemn too strongly the perfectly ridiculous ornamentations and "fancy" border line work which so many card writers place on their signs, simply for the sake of *showing off*.

I have seen bunches of grapes represented on cards for advertising merchandise which, by no possible stretch of the imagination, had anything, whatsoever, to do with the fruit.

We have seen innumerable floral decorations on cards which were not only absurd in that they had absolutely no connection with the merchandise being represented, but to make the work more ludicrous, the flowers "which bloomed in the spring" were associated with merchandise which had to do with the fall; whereas the other ornamentations or the picture, placed on the card, had no more to do with the subject of the card itself than geology has to do with astronomy.

I do not deny that there are many times when it is a difficult problem to make a card which embodies lettering, ornamentation and border lines having a direct application to the subject being presented. In such a case, I declare that a Caslon or Gothic letter should be used and that the ornamentation should be very simple and *unpretentious*.

Please note it is possible to make a simple and unpretentious card which at the same time may be *neat* and yet *just a little different* from the ordinary run in order to have it present *character* and *refinement*.

If the style of lettering or ornamentation frequently embodied on cards has absolutely no connection or bearing with the subject of the card, I submit, it is illogical and so not commendable. If out of the ordinary lettering and away from the simplest ornamentation can not be used directly in point, by all means let us have the advertisement served plain.

I have never seen an advertising card harmonizing with its surroundings in coloring, with lettering harmonizing with the spirit of the merchandise, and with the ornamentation or framing of the card harmonizing with the spirit of the lettering and the subject to which my attention was called, without feeling that whoever made the card had *intelligence* and exercised that intelligence.

There is a story which is frequently told of a student who asked an artist how he mixed his colors for his paintings. "With brains, my boy, with brains," replied the successful man. Let us remember in making cards as well as in doing other things our top pieces are for uses other than for simply filling our hats. So then, by all means let us endeavor to make cards which will stand the test of reason and which will, doubtless, by reason of the fact that they are reasonable, sensible and thoroughly practical, "pull" very much better than the mongrel cards which combine three or four different ideas none of which, perhaps, has anything, particularly, to do with "the price of hay."

Two of my former articles were devoted to the best known groups of alphabets in the English language. Namely, the Caslon styles and the Gothic types. Assuming that we are advertising an article concerning which we do not have the time to think out the significant lettering, appropriate ornamentation and border lines. Then, by all means let us not be spectacular, but state the message simply and neatly, yet in a way out of the ordinary.

Such cards as shown in Illustration No. 1 must needs be used in the largest stores where there are twenty or more windows to be supplied with new cards every few days. The same sort of a card must be used on the counters generally, because there is neither the time, nor the expert services available for the making of the most effective cards day in and day out. However, there are occasions in the largest stores when something "special" is to be presented, when something which strikes a new note or sets a new fashion is to be announced. Then, by all means, let us have the "harmony card" which combines effective coloring, the most effective lettering, together with the right ornamentation and border lines.



No. 1—PLAIN AND SIMPLE.

It is as if we wore our "every day clothes" during the six days of the week, but on Sunday let us wear our "Sunday best," and for Christmas and Easter, the Fourth of July and Thanksgiving, let us hope we can buy a new hat or a new necktie. On the same principle, why can we not *put on* something a little better than we use in "every day wear" for our best display cards? The analogy might be further strengthened had I time and space, but perhaps my readers will understand that there is a satisfaction in *extending ourselves* a little at the seasons when there are special reasons for securing increased sales.

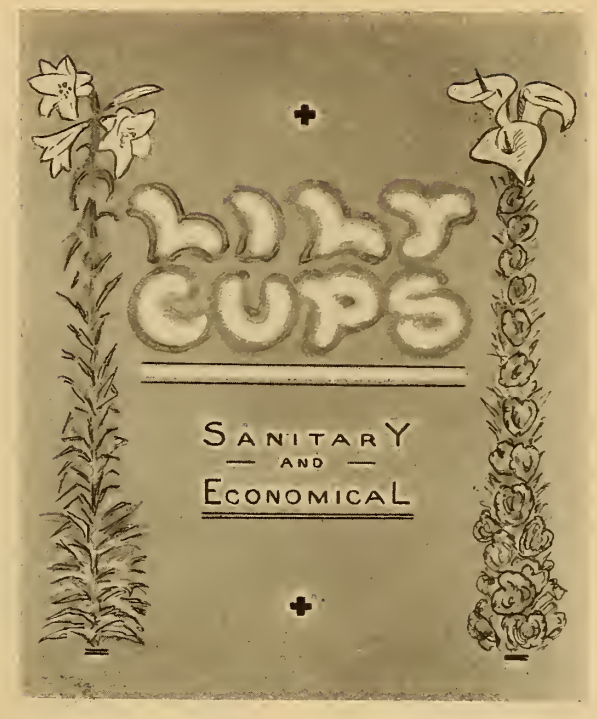
There are so many times when a significant letter can be used on merchandise without the necessity of looking over all of our alphabets, that I often feel sorry that opportunities have been missed when the proper letter should have been used rather than an ordinary or *any old* letter.

Illustration No. 2 presents a lettering of an accepted Caslon or Roman type, yet you will observe that it has some bearing on the merchandise to which it would call your attention.

The next time you see an elaborately worked up card, please be so kind as to *size up* the card and judge for yourself whether or not the color of the card, the



No. 2—ROMAN STYLE FOR ROMAN MERCHANDISE.



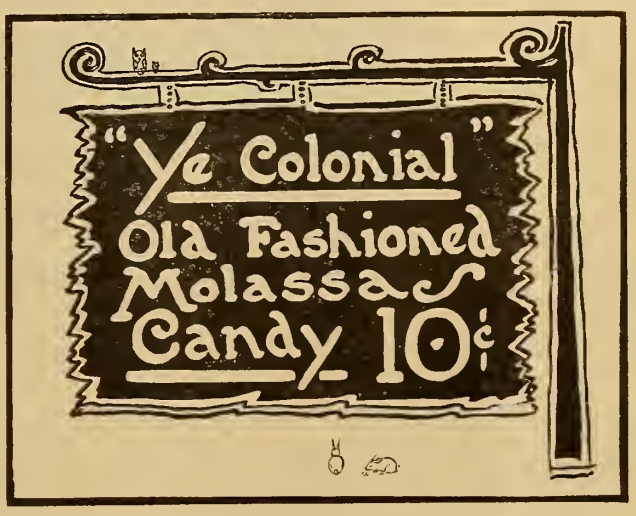
No. 3—HARMONIOUS ANNOUNCEMENT.

style of lettering used on the card and the ornamentation and border lines employed, have any intelligent application to the article being announced.

I contend that the card shown in Illustration No. 3 is a "harmony card" in that I think the style of the lettering, the ornamentation and the border lines all have a consistent relationship, and you might well imagine that this card would not be made on colored stock which would not be helpful to the general idea.

Please remember that it is so much easier to do the illogical and the ridiculous thing that we may rest assured the cards, which are true "harmony cards," represent study and thought; not merely the manual labor involved.

I take pleasure in concluding my article for the March number of the MERCHANTS RECORD AND SHOW WINDOW by presenting a show card which has a poster like style. See Illustration No. 4.



No. 4—YE OLD FASHIONED ANNOUNCEMENT.

A New Kind of Sale

IDEAS COUNT in merchandising. This was recently demonstrated by E. H. Leonard, director general for the Healy Shops in Detroit. The Healy Shops, like most other good stores, had had a busy holiday season which left stocks much shot to pieces. Then came the January sales which tended further to disorganize the many lines carried left a multitude of odds and ends that had to be cleaned out in one way or another. Mr. Leonard surveyed the situation carefully and found that he had on hand a big and variegated assortment of novelties that ranged in price from 25 cents to 25 dollars. The left-overs were of all sorts but most of the items were of that class of merchandise generally described as Christmas goods.



For this reason he realized that a strenuous impetus would be required to clear out the lot.

Mr. Leonard thought the matter over carefully and hit upon the idea of a "cafeteria" sale, or, as he named it, a "Serve-Self Bargain Feast," based on the principle of those restaurants in which the patrons look after their own needs without the assistance of waiters. With a general idea to start with, he set the stock takers to work to dig up everything that could be put into the sale. The result was that practically everything with the exception of staples was gathered together on the third floor of the store. The assemblage of merchandise was an imposing one, and Mr. Leonard was highly pleased with the large and varied assortment, for he saw in it an excellent opportunity to accomplish a big advertising coup that would bring to the store a great many people who had never been there before.

The mass of merchandise was sorted out and arranged upon twelve big tables, each of which carried articles priced at a uniform figure varying from one cent to fifty cents. Then he wrote the advertisement that is reproduced here in miniature. The original was five columns wide and appeared in the Detroit evening papers of January 25 and the morning papers of the 26th. While the reproduction is a bit small, it can be read without much difficulty and is well worth reading, as it contains an idea that can be used by many stores with as good results as accrued to the Healy Shops.

It was stipulated that owing to the remarkable low price of the merchandise, each customer would have to wait upon herself; no goods would be wrapped and none delivered. Furthermore every sale would be for cash and no exchanges would be allowed. People were invited to bring empty autos and fill them, or to come with any sort of receptacle and load it up with the wonderful bargains that were offered. On Wednesday the idea went into effect—and Detroit housewives went into hysterics if the diagnosis of a man who accidentally got caught in the crush is correct.

The tables were big and a lot of aisle space had been allowed, but the tables proved to be too small and the space too limited for the throngs that responded to the advertisements. Women literally swarmed to the third floor of the Healy Shops. The idea was a new one and people came from curiosity as well as in response to the bargain hunter's instinct. By nine o'clock thousands of women were pulling and pushing about the tables. Women in sables and sealskin elbowed those in shawls, and the saleswomen who acted as cashiers were constantly being called upon to settle disputes between would-be purchasers of the same article. They stood around the tables ten deep; tall women reached over and angled for the prizes; husky ones employed football tactics and gouged their way through; little women edged their way in, and in one way or another they all managed to make their devious ways to the tables. And this lasted for two days.

When the sale was over there were but few women in Detroit who had not participated in or at least heard about the big doings—and Healy's new third floor had been placed permanently upon the map. As an advertisement, the Serve-Self Sale was a big success. The store was given more publicity in two days than it would have received in months of ordinary advertising. Mr. Leonard was highly elated with the success of his plan. "I could have spent thousands of dollars in advertising," he said, "and the housewives of Detroit would not have known as much about the new store as they learned through this sale."



Plate No. 9321. A Special Display by W. S. Little for the Kenny Co., Canton, Ohio.

Taking the agitation for preparedness as his keynote, the display man here has worked out a striking Phonograph window. A painted naval sketch formed an effective background. In front were two figures in regulation national uniforms, further emphasizing the preparedness slogan, while patriotic pictures of Wilson, Washington and Edison gave an added American note. The Edison was noticed because of the model, the record held by the women, records shaped to form U. S. A. on the floor and two copies of the Edison Bulletin. The Edison Department profited immensely from this display and the children stopped their parents to see the battleships and soldiers.

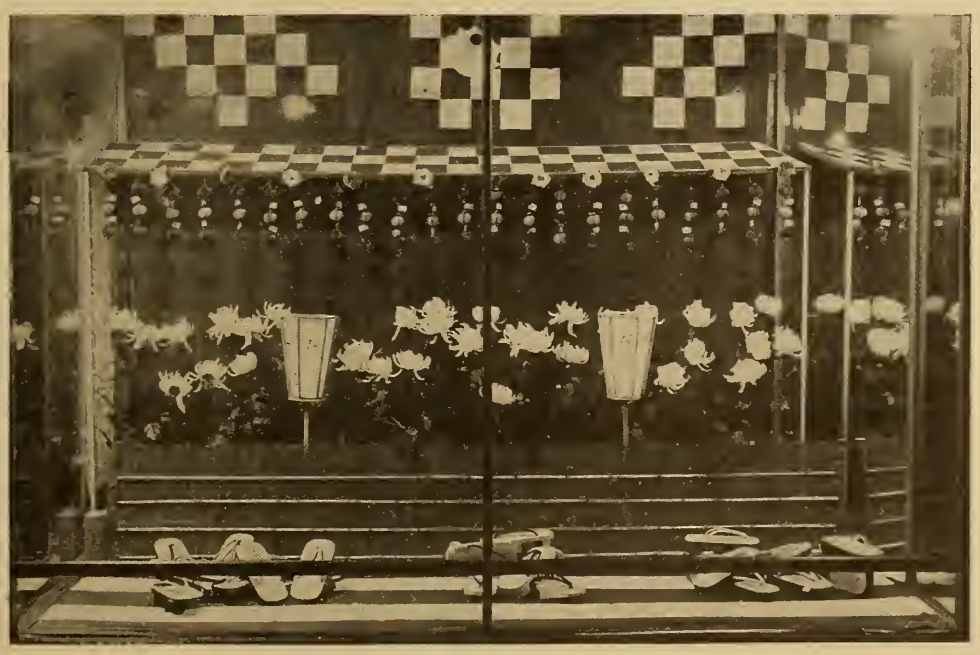


Plate No. 9322. A Display of Clogs or Shoes by the Awaya Shoe Store, Tokyo, Japan.

This window shows an unusual decorative scheme in which the chrysanthemum is the chief decorative feature. In attempting a description we must rely more or less upon guesswork as the photograph was sent us by the "Show Window" magazine of Japan with but a slight description. It appears that the lower part of the background was supported by a low fence of reeds supported by horizontal can poles. Back of this was a hedge of chrysanthemum blossoms with two illuminated lanterns on low vertical supports. Above was a sort of awning having a top in checkerboard effect and at the top the checker-board effect was continued. The floor was covered with some dark fabric across which two long strips of lighter material were laid parallel. Upon this were three groups of clogs arranged in a careless manner. The whole setting is quite effective.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

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Official Organ of

The International Association of Display Men

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***Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

***When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

***Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

March, 1916

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Saving Time

ABOUT once a week we get a letter from some merchant who wants to know how they can prevent the lost use of their windows while the shades are down and the displays being put in. These queries do not apply to special occasions when elaborate displays are being put in, but to the everyday displays, where only the merchandise is changed once or twice a week and there is no work on the background. The answer is not difficult. The display man has every detail arranged and all of the fixtures and merchandise on hand before he begins work. No time is lost running back and forth from the window to this or that department for something to fill in with.

The display manager sizes up the situation with as much accuracy as possible and determines exactly what will be needed. He gives a list to his helper who sees that everything is in readiness before a start is made to take out the old display. Then the old display and such fixtures as are not to be reused are taken out speedily; the window floor is cleaned and the new display started without delay. In many stores it is the custom to dress the windows with the shades up. This applies particularly to clothing and all sorts of men's wear, and when this practice is followed there is practically no loss of time, as the display man working in the window appears to be an added incentive to look at the merchandise he is handling. There are many good stores in the down town shopping district of Chicago in which the shades are never lowered from one year's end to the next.

An Unnecessary Loss

MOST MERCHANTS, especially those in cities of moderate size, have lost money through cashing checks for plausible strangers who make small purchases and take the balance in cash. There is hardly a day but does not bring us a newspaper clipping telling of some talking stranger who has passed through some community leaving behind a trail of worthless checks. There certainly is no good reason why the retailer should lose money through bad checks any more than why a bank should, and the losses by banks through bad checks is practically nothing. The difference between the banker and the retailer is that the former requires a definite identification of the payee before any money is passed out, whereas the retailer is willing in many cases to accept the flimsiest assurances that a check is good.

The principal reason for the bad check evil lies in the fact that retailers do not get together. They could easily stop it if they took the same precautionary measures that are in universal use among bankers. Most bad checks are passed by total strangers, and there can be no very good reason why a mer-

chant should trust a stranger in cashing a check any more readily than he would trust him to pay for a suit of clothes. The trouble is that check cashing is a more or less general custom and one merchant does it because he thinks every competitor is doing the same thing—and if the check is not cashed a sale and a possible customer may be lost.

However, this does not apply alone to small towns, for big city merchants apparently are as likely to get "caught" as anyone else. For example, a well dressed man recently took a considerable amount of cash from State street merchants by means of bogus checks. He represented himself as a well known business man and made purchases to be delivered to the home of the man whose name he assumed. The goods were ordered delivered and a check was tendered in payment, leaving a considerable balance of cash in the way of change. The man whose name was used had no account at the stores visited, but, as he is so well known and the home address was correct, the checks were accepted without hesitation. The losses sustained by several stores ran into a lot of money.

A very simple solution of the bogus check business would be for the merchants to get together and agree to cash no checks for persons whom they do not know or who cannot identify themselves satisfactorily. They should require the same endorsements any bank would require. If this rule were made universal there would be but scant pickings for the bogus check swindler.

Fixture Makers Meet

THE Fifth Annual Meeting of the National Commercial Fixture Manufacturers' Association was held February 1st, 2nd and 3rd at the La Salle Hotel, Chicago. The meeting was largely devoted to consideration of the increase in the cost of production, the question of improved and uniform methods of cost accounting and other matters tending to improve the general conditions prevailing in the industry, thus enabling manufacturers to render better service to the consumers of their product.

The annual banquet was held on the evening of February 2nd. Mr. R. J. W. Barker of Toronto, Ontario, acted as toastmaster. The speakers were Mr. F. H. Timken, of Grand Rapids, Mich., on "The Human Factor in Industry," and Mr. H. N. Tolles, of Chicago, on "Keeping Step with the Times." The next annual meeting will be held in Baltimore, in the early part of 1917.

The annual election of officers resulted as follows: President, Mr. Will A. Pfeiffer, of Quincy, Ill.; vice-president, Mr. Geo. W. Johnson, of Moline, Ill.; treasurer, Mr. J. H. Servatius, of Chicago, Ill.; secretary, Mr. C. F. E. Luce, Grand Rapids, Mich. Also the following directors: Mr. Sol Himmel, of Baltimore, Md.; Mr. H. J. Hunt, of Detroit, Mich.; Mr. Chas. F. Kade, of Plymouth, Wis.; Mr. D. Hedenkamp, of St. Louis, Mo.; Mr. J. E. Britt, of Montgomery, Ala.; Mr. F. P. Handley, of Chicago, Ill.; Mr. D. D. Orr, of Houston, Texas; and Mr. H. J. Nerle, of Chicago, Ill.

To Oppose Premiums

AN EDUCATIONAL advertising campaign intended to demonstrate to the buying public the excessive cost of articles sold under the premium plan was decided upon at a recent meeting of the Indianapolis Business Men's Association. It is proposed to distribute circulars, use newspaper space and urge all members of the organization to tell consumers that they pay for the premiums through an increased selling price on the original article.

ANOTHER form of the trading stamp has bobbed up. The scheme is to give a stamp with every ten-cent purchase and twenty of the stamps are good for an admission to any five-cent theater. In other words it is a discount of 2½ per cent.

EVERY YEAR Wanamaker's stores conduct a drawing contest for children in which a large number of prizes are given. There is a class for boys and one for girls of every age from three to fifteen years. In the last competition there were more than 16,000 drawings submitted and exhibited in the New York store.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1916 have been made as follows:

E. M. McCartney, Pittsburgh, Pa.
Leo Van Courtens, Brookfield, Mo.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

DRUG STORE DISPLAYS

A SPECIAL LINE OF WORK THAT OFFERS AN OPPORTUNITY FOR FREE LANCE WORK IN ANY LARGE CITY—MERCHANDISE THAT LENDS ITSELF READILY TO ATTRACTIVE DISPLAY

THERE is no line of merchandise that lends itself more readily to attractive window display than does that carried by the modern drug store. There is such a variety of goods and the packages are put up so attractively that, with good judgment in arrangement, the display man can easily develop some wonderfully attractive effects. Nevertheless, it is only within the past few years that druggists have begun to realize the possibilities of their windows.

A few years ago the average drug store window was more or less of a joke when compared with the displays made by progressive department stores, but the windows of the modern, down-town drug store in any big city today will compare favorably in the method in which they are handled, with the windows of any other class of stores. The reason for this is that the natural demand for good drug displays has brought forth a class of display men who are specialists in this work. In every big city will be found several display men who have turned from other lines to specialize on the display of drugs and accessory lines. A number of these specialists are "free lances" in that they are not employed by one store alone, but take care of the windows of a number of druggists in various parts of the city. However, there are in most big cities a number of drug stores having a sufficient number of windows to make use of the entire time not only of one display man but of several. Also there are numerous chains of stores, and it is the invariable custom of such chain stores to make the utmost possible from their windows.

The Evan's Soda display is a typical window of a high class chain store. This is one of the many windows of the Evans's Stores in Philadelphia. George B. Evans conducts five busy stores on prominent corners in that city and the windows of all of them are in charge of Harry Harfman, and naturally he is a very busy man. However, he systematizes his work in such a manner as to eliminate all lost motion and his windows are always the pink of perfection. The soda water window is a good example of Mr. Harfman's style. This display was designed to advertise strawberry drinks and sundaes exclusively and the decorations throughout were in keeping. The floor was covered with onyx paper and around the four sides of the floor was a strip of grass mat six inches wide. Mixed into this mat were strawberry plants and salt hay, giving the effect of the berries growing. Around the wood work at the back and sides of the window were masses of strawberry plants complete with berries and foliage. In the middle of the back was a circular sign, around the frame of which were lamps, electric lamps, colored and otherwise, treated to resemble strawberries.

On glass shelves were shown all the glassware, silverware, paper napkins, cake, wafers, straws, etc., that are used at the soda fountain. Dummy drinks of ice cream soda, malted milk, phosphates, sundaes, ice creams, ices, etc., were made by one of Evans's



AN UNUSUALLY GOOD DISPLAY OF FOUNTAIN DRINKS BY HARRY HARFMAN.

head soda men. These were made to appear as attractive as possible, and were so compounded as to retain their fresh appearance for a considerable length of time. All about the window, on the floor and among the drinks on the shelves were placed selected boxes of fresh strawberries, as the purpose of the display was to show that this flavor was made from fresh fruit. Numerous signs, all related to the drinks shown, were used throughout the window. This setting created a tremendous call for the advertised drinks and paid for itself many times. It was not necessary to build a separate display like this for all of the five stores as it could be used but a few days in one window, and the strawberry season lasts long enough to move the same display about from store to store.

The Talcum Powder display is another example of Harry Harfman's work, although it did not appear in any of the Evans' windows. This was a demon-



A DEMONSTRATION DISPLAY BY MR. HARFMAN.

stration display made in a dummy window in the lecture room of the Philadelphia College of Pharmacy. The display was eight feet wide and six feet deep. The room had been darkened and the window was brilliantly illuminated. The whole display was completed in fifty minutes, and while it was being put in one of the professors of the school talked to the class about the importance of show window display. After he had completed the display Mr. Harfman made an address on the various points connected with drug store window display.

The other two windows were trimmed by J. J. Cody and A. J. Nelson for the Scholtz Drug Co. of Denver. This company has a chain of seven stores, and Messrs. Cody and Nelson take care of all their windows regularly. One of these displays is purely an advertising window intended to give general publicity to this business. At the back was a large arch



DECORATED BY CODY AND NELSON.

and in front of this the growth of the business was shown by a series of steps, each of which represented one of the chain of stores. At the top was a large doll bearing a card with the figures "1881-1915," showing 34 years of service. All of the goods shown in this window were products of the Scholtz Laboratory. This window proved highly effective as an advertisement and was used in one of the windows of each of the seven stores.

The other Sholtz display was an exclusive showing of Scholtz Witch Hazel Lotion. The background was of green plush and the floor was covered with tan burlap. White silk was used to cover the semi-circles and the labels on the bottles were blue. The voluminous drapery which extended from near the top of the background at either side of the wax figure down to and over the floor, was baby blue plush. White daisies were used to fill the two high vases, and pale blue and white morning glories were



A WITCH HAZEL DISPLAY.

used liberally about the whole window. At either rear corner may be seen an immense reproduction of this particular bottle. These were made of papier mache and the colors, including the label were duplicated perfectly.

Messrs. Cody and Nelson regularly dress the windows of a considerable number of stores in various lines. They also do a general decorating business, handling anything that may come up in the way of parades, conventions, etc. There is a good opportunity for working up a flourishing business of this kind in any good sized city, but the work must be handled in a thoroughly businesslike and systematic way in order to secure and hold a profitable clientele. There are many stores in which it is out of the question to pay the regular salary necessary to secure the exclusive services of a good display man, yet these same stores can well afford to pay five or ten dollars a week to have their windows kept in shape.

The trouble with many who have attempted this kind of work is that they have gone about the business in a more or less haphazard way and have not been thorough enough in their methods to suit the merchants for whom they have worked. This has been due in a large measure to the fact that most of the display men who have taken up this free lance work have done it because they were temporarily out of a position and did not expect to keep up the work any longer than might be necessary to find another good permanent job. On the other hand, there are some display men who have deliberately given up good positions to start a general window dressing service, and most of these have made good for the reason that they started out to build up a business on a good foundation of perfect reliability and the best of service.



Plate No. 9324. A Drape by Harry H. Heim for the Marston Co., San Diego, Cal.

This picture shows a drape designed after one of the patterns furnished by a fashion company. The whole scheme was worked out without cutting or damaging the goods. On the floor will be seen a large bow which is a novel and effective way of taking care of the surplus yardage. Around the waist was a wide girdle of white satin and fur trimming was used at the neck, arms and on the overdrape. This made an effective demonstration of the dress goods.



Plate No. 9323. Display of Stationery by Fukuda Buntekido, Kyoto, Japan.

In the middle of this window was an ornamental building made from the various items usually carried by a stationery store. At the ends of this window may be seen large Japanese posters or show cards. This display is one that recently appeared in the Japanese "Show Window" journal that was mentioned in a recent issue.



The KOESTER School can make *your* work more SUCCESSFUL

Over 5000 Successful Graduates is the record back of the Koester School

You can be Successful too

Join the ranks of Koester Men

Write today to

THE KOESTER SCHOOL

215 S. Market St.

Chicago



HARRY B. WISEMAN tells you to B. A. WISEMAN

You will be a wise man if you do as he did and attend the KOESTER SCHOOL

Harry B. Wiseman, with C. F. Massey, Rochester, Minn., Says:

"The Koester School has been such a help to me that it is impossible to put in words my enthusiasm over its methods. The personal interest all your Instructors take in the students and the kindness they show you endear them to you and makes you enjoy your work and helps you get the most out of your time. Put me down as a *Koester Booster.*"



Spatter Work as taught at the Koester School. Very similar to Air Brush Work



Stencil and Plastic Relief Instruction as taught in the Koester School enabled Mr. Wiseman to make this simple background at the cost of a few cents.

The course of Drafting as taught Mr. Wiseman enabled him to make these handsome drapes without cutting the goods and they show the customer how the goods will look when made up in the latest style.



The card writing instruction at the Koester School is the most thorough and complete course in existence. New things are being added and our constant endeavor is to improve the course wherever possible.

Be a Wiseman

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF

Hats at $6 *and* $6.50, *With the Look of Double Their Price.* A little discovery that all the essential "smartness" of millinery depends upon the *line* brings hats of rare attractiveness at very little prices. It is an astonishment to find hats so smart as these in this low range of price. It is only because adaptive domestic talent copies so well the essentials of imported models that it can be done.

New Straw Sports Hats for Women. They are so simple, so smart and so useful for quite a number of outdoor occasions that they are quite an important adjunct to the feminine hat box. The new ideas run to fine straws in light and dark colors, straw and braid, straw and silk and sometimes of all silk. Some in quiet shades, but others in new vivid colors—rich rose and green tones, not to mention the fashionable blues and browns and tans.

Every New Spring Style Shown in Our $5.00, $6.00 *and* $8.00 *Hats.* The new close Turbans that make up in height what they lack in width; the new hats that roll sharply back from the face; hats with exaggerated flares that are most becoming; simple roll-brim sailors, and sailors that are perfectly flat, trimmed flat and worn at a very staid and steady angle. Many delightful new colors and color-combinations, particularly in the many fashionable ribbon-trimmed hats.

Most Delightful of New Dresses for Girls and Misses. French ginghams, English cambrics and Devonshire cloths, in checks, stripes and great handsome plaids, in the whole catalog of colors. Some of the designers have looked to France for inspiration, others, self-reliant fellows, have done their own thinking. The result is a thoroughly international assemblage of children's and girls' frocks, all, however, with as much of Spring in them as there is in May—Spring, whose month is ever Mays. Ages 6 to 16. Prices 98c to $6.50.

The Practical Serge Dress. Were ever serge dresses more charming? First, there are the thoroughly girlish styles that swing from the shoulders, condescending merely to notice the waistline, and then only through the courteous offices of a belt. These dresses are plaited and the belts are frequently adjustable. The material is usually a plain serge—black, blue or one of the other unobtrusive colors. We can think of nothing more practical for street and business wear. The ones at $15 are deserving of your special attention. Full flaring skirts, button trimmings, very large buttons. They are known as combination dresses, because they are done in combinations of two colors—red, gray, Copenhagen and blue being favorites. But no matter what you pay—$12, $15, $19.75 or $25. You will find amazing value.

Every Spring Style Is Shown in Our Collection of Women's Suits. New plain colors with the elaborate stitching now so fayored; the new Poiret twills, soft and lustrous, with the smartest trimming touches; new sport suits of stockinette with odd leather lacings, and the handsomest of elaborate silk suits are ready; the new leather trimmings, in numerous belts and collars, are featured; combinations of silk-and-cloth are shown; numerous checked materials, all new and different, are seen—in fact, every new feature advanced for spring, from the bell sleeve to the cape collar.

Blue Serge and Other Frocks for Young Women. They are the newest and best of the Spring styles. Though simple and in one-piece effects, they have the smartness which comes from good lines and touches of distinction. There are plenty of dark blue serges, of course. Dark blue serges with black braid trimmings, with pongee collars and cuffs, with white pique vests, with little Eton effects. And there are other shades, too—rich Burgundy, deep clover greens, African brown, and black and white checks. Not expensive, either. $10, $13.75, $15 and up to $20. 14 to 20-year sizes.

Young Women's New Suits. Navy blue serge or gabardine, smart black and white checks, youthful tweeds and homespuns for the school girl, and charming suits which combine serge and taffeta. The fashions are delightful; belted or plain loose little coats, full short skirts, new and dainty linings and odd little quirks and turns of fashion so subtle as to be indescribable.

Young Women's New Spring Suits in Practical Models. Such suits as young women will like for school or college wear, for everyday use, for shopping and country wear, are these of tweed, Jersey cloth, homespuns and club checks. They are quite simply made, in Norfolks and the plainer, more tailorish models. The skirts are cut as full as the fashions require and the jackets are well tailored and daintily lined. Plenty of gray and brownish mixtures and black-and-white effects. $16.50, $18.50 to $25 each—14 to 20-year sizes.

House and Porch Dresses, 85*c. Special Sizes for Small Women.* A choice lot of remarkably pretty little frocks, suitable for wear indoors and upon the porch when the weather grows warmer. A feature is the fact that these are especially adapted for misses, juniors and small women, designed upon youthful lines and made upon youthful measurements. Probably a half-score of styles in sizes 13, 14, 15, 16, 17 and 18. One of plain color chambray has vestee and collar of white pique. One of prettily figured lawn has shoulder yoke, piped with color, collar of embroidery. A plain chambray has slashed closings at one side over front of plaid gingham, which appears also on the collar and elsewhere.

Women's Spring Coats Come Now in Many Fabrics. Sturdy tweeds, black-and-white checks, homespuns or large colorful plaids. They are all made straight and loose; large of armhole, and some have the sleeves and shoulder yoke in one, but the collars are different; some military, and others convertible. $10 is the lowest price and $25 the highest.

New Sports Skirts for Southern Wear. Gay and Spring-like—some of Palm Beach cloth in gorgeous awning stripes, blue and tan or tan and brown, or red, white, blue and black; some of "candy striped" white cotton gabardine, others of natural colored cloth or white flannel or the new white corded serge or corduroy in vivid colors. Almost all of them have very wide belts and quite all have novel pockets—pockets possessed of a just idea of their own importance. Prices are $6.50 to $14.

Here are a Fine Bright Company of Spring Coats for Women. All the new fancy mixtures in the light tones of tans and grays; small clear checks in black-and-white, many with pipings and trimmings in contrasting colors, and a plentiful variety of plain-toned serges, poplins and gabardines in black and blue—in fact, every new feature advanced so far this season is represented: New full-skirted effects, many with side plaits; new collars that can be worn as chokers or perfectly flat, new belted styles and graceful models without belts. Prices $12.00 to $75.00.

Scores of New Models in Black Silk Waists. Soft crepes de chiene and chiffons, pussy willow taffeta, messaline and crepe Georgette, in tailored and semi-tailored models, tucked and plaited and in dainty frill and rever styles. Also some smart models in mourning effects, with trimmings of little dull beads, white collar and cuffs or soft plaitings. Prices $3.85 to $8.50.

The Spring Coats Will Delight Young Women. Each one is an artistic creation, a far cry from the days when topcoats were simply necessities, plain, shapeless garments—useful—and that's all! The new Wanamaker topcoats, sports coats, motoring coats and street coats are very subtly designed, and cut to hang full here, fit there, and give altogether that air of smartness a coat ought to have. Prices $17.50 to $45. Sizes 14 to 20.

$5.00 *to* $15.00 *Silk Waists,* $3.85 *to* $10.00. Discontinued lines and broken lots from our regular stock; chiefly in trimmed styles, some tailored and semi-tailored; all have long sleeves, low or convertible collars. Black, cream, white, light and dark shades. Excellent materials and good styles.

The New Foulard Silks. Exclusive Patterns. New and exclusive—two most desirable characteristics of these admirable patterns, having an early showing in the silk store. Foulard silk is promised a special vogue this year, and these exquisite designs in themselves would be full explanation of their popularity were it not that the silk is so admirably adapted to all occasions of the Spring and Summer. They are new and original for the spring of 1916 and strikingly handsome. A grade of Foulard silk we have always sold at $2 a yard, specially priced at $1.50 a yard.

Lovely New Cotton Dress Goods. Many new and beautiful dress cottons have made their appearance during the past week or two. Indeed, the variety of styles is greater than ever before, at this time, and prices are no higher than in previous seasons, notwithstanding the fact that prices on

(Continued on page 52)



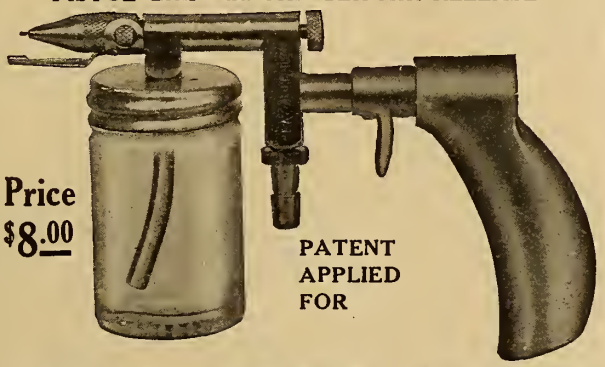
For Your Easter Show Cards Use Practical Air Brush Models 1 and 2

No. 1. Price $7.00
(Patent Applied For)

Now being used by display men and card writers everywhere. These models are found practical for use in Tinting Show Cards, Price Tickets, Signs, Photographs, Backgrounds, Artificial Foliage, Wax Figures, Papier Mache Forms, etc.

Practical Air Brush No. 2

PISTOL GRIP and TRIGGER AIR RELEASE



Price $8.00

PATENT APPLIED FOR

Address Dept. M. Manufactured by Send for Circulars

Economy Manufacturing Company
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Bradley Card Cutters

Be Sure Your Store Equipment Includes a

Bradley Card Cutter

A real aid to greater profit in every department of your store. Saves money by saving time, patience and material; and cuts your cards for every purpose as you want them cut. Don't struggle with the shears another year—

"Push Down the Blade and the Cut is Made"

on a Bradley Cutter. No ragged, uneven edges, no trying again to get it straight; cuts cards of all sizes and thickness, also cloth, celluloid, leather, etc.

Bradley Cutters are made in many sizes. A perfect Cutter for all around store work may be bought for **$7.25** to **$18.00.**

Write to-day for Circular with complete list of sizes and prices.

Sold by Office Appliance Stores and Printer Supply Houses Everywhere

Milton Bradley Company
Springfield, Mass.



Show Forms



No. 51-16/103



No. S



No. 51/87



No. 50/103

Kindlimann forms have no patent on paper. The big difference is the style and workmanship difference, due to many years of keep-at-it and keep ahead.
Better forms than Kindlimann's cannot be made. As good service as ours is not rendered. We hang our bid for your business on these two pegs.

SEND FOR OUR NEW LOOSE LEAF BOOKLET

The J. Kindlimann Form Co. 419-421 Broome St. New York



No. 60/103



No. 107/078

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New York

Things Doing in the I. A. D. M.

YOU BET, boys, things are coming fine. Don't give up the ship. No, not just yet; no indeed. I reported the Alamo City Association last month, and I have had the pleasure of reporting four more new branch associations this month. The Home City Association of Display Men of Springfield, O., Wm. Canney, president; Wm. Cavanaugh, secretary; with a live bunch of display men to back them. Next we hear from Fargo, North Dakota; our good member C. B. Ferro got Mr. Veenker interested and these two enthusiasts rounded up a nice bunch of fellows in Fargo, N. D., and Moorhead, Minn. Then in comes the charter application from that live bunch at Charleston, W. Va.; our enthusiastic hustler and chairman of the Membership Committee, Mr. Hancock, with the assistance of Mr. Berkheimer, rounded up twenty members in the Kanawha Valley in West Virginia. Hardly had this charter application been started on its journey to the Membership Committee for approval when we receive the charter application from Dayton, O., with Wm. Winning at the head and our good friend Bert Daily looking after the finances. It surely is a "Winning" combination that can not lose. Four new associations with over sixty members, and several new members at large since the first of the year and more to follow very shortly.

Now then, what are you going to do about it? Are you going to set back and let the other fellows do all the hustling? Well, not yet. Not with the interest increasing as it is and our Chicago Committee hustling for the biggest convention in the history of the organization.

I just want to hint that there will be something doing all the time. This will be the liveliest convention and exposition we have ever undertaken. Past experiences will assist the committee in making proper arrangements for the ever increasing exposition. And right here let me say I have received several letters from manufacturers, asking for advertising space. This is something new. Usually we have to drum up this advertising business pretty hard. But some of the manufacturers are waking up to the value of these expositions.

Let me suggest to you display men, right now, that you should acquaint your house with the excellent opportunity for buying at these expositions. Every progressive retailer is sending his buyers into the markets twice each year, and this is the market for the display man. Here you can see the many new things brought out for display men and card writers. Put it up to the "boss" just that way. Sales at the last convention were not as heavy as the two years previous. This was due to the fact that the big majority of display men were from the east, and had never attended a convention since the exposition had become such a prominent feature. They were surprised with the magnitude of the exposition. They had not come prepared to buy, which naturally resulted in a disappointment to both the display man and the exhibitor, excepting in the advertising and later sales.

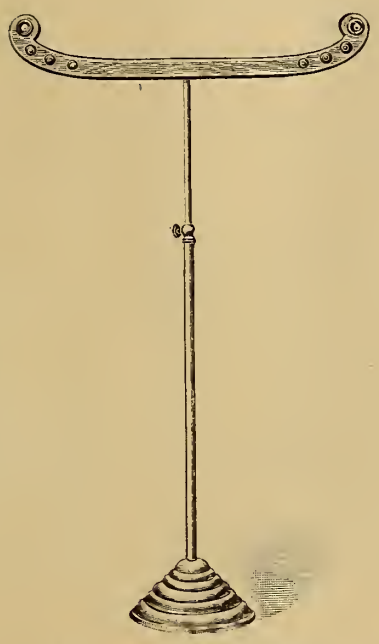
Come prepared to buy new fixtures, new decoratives, new materials and supplies for card writers. All these will be on exhibition for you to see, and every year we have seen many new things for the first time. It is too early to give details, but I can safely promise that there will be no lack of arrangements for an interesting and profitable time.

Are you taking photographs of your spring opening windows? Better do it. We have a classification for about everything you would put on display. If you want a list I have one ready for you.

Several of our members have asked for the list of local branch associations. This list appears in this issue as I have it to date. Several letters have been returned for lack of proper address. Will any member kindly send in corrections, or give me the list of your new officers as soon as you hold your elections. Please.

With letters that I have received lately, you may all expect to see several new associations reported next month. To those reading this article, and not being acquainted with the International Association and its objects, kindly drop me a card and I will gladly send you the information and application blanks, either for membership at large or for a branch association. Don't forget the date for the Convention, August 7th, at Chicago, of course.

Yours truly,
P. W. Hunsicker, Secretary.



An Artistic Display Stand

It has a handsome top or cross piece made of hard wood in a Circassian finish. The standard is substantially made of metal and well mounted. Write for prices and particulars.

Palmenberg

New York

Have your name entered on our lists for the catalogues we are about to distribute among interested and interesting display men everywhere.

J. R. Palmenberg's Sons

ESTABLISHED 1852

The Palmenberg Building

63-65 West 36th treet, New York

Factory: 89 and 91 West 3rd Street, New York

30 Kingston Street
110 Bedford Street } **Boston**

10 and 12 Hopkins Place
Baltimore

Decorations That Are Worthy of the Finest Merchandise

The purpose of all window display is to add to the natural attractiveness of the goods by showing them in an appropriate setting that will bring out their good points.



No. 303—Size 3x5 ft., each.....$7.50

The above is one of our many designs in art panels. These are executed in oil and the colorings are wonderfully effective. They are done in the modern art style and are infinitely superior to the ordinary painted scenes.

The various ornaments, decorative pieces, paintings, etc., that come from our studio are all designed to harmonize with and add tone to the merchandise with which they are shown.

Our designs are not the ordinary stock ornaments. Each piece is of our own original designing and carries with it the individuality of our studio.

Send for our complete catalog.



No. 3—The above flower urn is made of plaster, very beautiful for window decoration. Size 16 in. diam. x 7 in. high. Price, each, net.....$2.25



No. 2—This head in relief plaster offers many possibilities as a decorative feature for a spring window. Size 25½ inches high by 8¾ inches. Price, each, net **$4.00**

Always Order by Number and Order Early

Do Not Fail to Visit Our Show Rooms and Studio When in Chicago

The Bodine-Spanjer Co.

Designers and Mfrs. of Decorative Backgrounds for Show Window

Phone Diversey 2585 **1160 Chatham Court** **CHICAGO**

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court.

M. P. STAULCUP, Eastern Representative, 44 East 23rd St., New York, N. Y.

List of Locals

THIS following is a list of the local associations of display men as compiled by Secretary Hunsicker. As locals are being formed rapidly of late this list may not be entirely complete. Also it is possible that some of the addresses may have been changed since Mr. Hunsicker obtained this list. If that is the case, members are requested to send in any corrections that may come under their observation:

Milwaukee A. of D. M., Milwaukee Wis.
Pres., F. M. Grier, Hahn Bros.
Secy., M. G. Spellman, Stumph & Langhoff.
Grand Rapids A. of D. M., Grand Rapids, Mich.
Pres., J. P. Wheeler, 630 Worden St. S. E.
Secy., A. J. Wagner, Smith Store.
Lancaster A. of D. M., Lancaster, Pa.
Pres., H. M. Shaar, Watt & Shand.
Secy., J. L. Haines, 612 West Lemon St.
Joliet A. of D. M., Joliet, Ill.
Pres., A. T. McKay, Stern Bros.
Secy., R. E. Bassett, The Toggery.
Flower City A. of D. M., Rochester, N. Y.
Pres., John F. Loock, 326 Hazelwood Terrace.
Secy., Russell G. Scheer, 144 East Main St.
Johnstown A. of D. M., Johnstown, Pa.
Pres., J. E. Rhoads, Schwartz Bros.
Secy., Edgar Metzger, 338 Walnut St.
Dallas A. of D. M., Dallas, Tex.
Pres., L. A. Rogers.
Secy., E. T. Helms.
Birmingham A. of D. M., Birmingham, Ala.
Pres., Samuel Friedman, J. Blach's Sons.
Secy., F. O. Farabee, 1913 First Ave.
Terre Haute A. of D. M., Terre Haute, Ind.
Pres., Edw. Donie, Lee Goodman & Sons.
Secy., Raymond Sneyd, M. Joseph's Sons.
Southeastern Kansas A. D. M., Parsons, Independence and Coffeyville, Kan.
Pres., W. R. Hall, Wells Bros., Coffeyville, Kan.
Secy., C. L. Walton, Coffeyville, Kan.
Greater New York A. of D. M., New York and Brooklyn, N. Y.
Pres., A. J. Edgell, 29 West 39th St., New York, N. Y.
Secy., Thomas A. Knapp.
Memphis A. of D. M., Memphis, Tenn.
Pres., A. E. Baer, J. Goldsmith & Son.
Secy., M. A. Winn, J. Garber Co.
Indianapolis A. D. M., Indianapolis, Ind.
Pres., C. E. DeWitt, Wm. H. Block Co.
Secy., R. C. Garrett, The Fair Store.
St. Louis A. D. M., St. Louis, Mo.
Pres., J. H. Hobelman, B. Nugent & Bro.
Secy., A. B. Rainwater.
Twin City A. of D. M., Minneapolis and St. Paul, Minn.
Pres., R. M. Reinhardt, Standard Clo. Co., Minneapolis.
Secy., A. N. Olson, L. S. Donaldson, Minneapolis.
Cincinnati A. of D. M., Cincinnati, Ohio.
Pres., J. D. Williams, Burkhardt Bros.
Secy., Geo. H. Lackner, 73 and 74 Glenn Bldg.
Two "I" A. of D. M., Galesburg, Ill., and Burlington, Iowa.
Pres., T. W. Wanamaker, Jacobi Bros., Galesburg, Ill.
Secy., Fred J. Weiler, L. B. Ringold Co., Burlington, Iowa.
Southern Michigan A. of D. M., Battle Creek, Kalamazoo and Jackson, Mich.
Pres., E. G. Redmond, 60 Freeling Ave., Battle Creek.
Secy., J. O. Keller, Battle Creek.
Tri-City A. of D. M., Davenport, Iowa, Rock Island and Moline, Ill.
Pres., Carl Meier, Simon & Landauer, Davenport, Iowa.
Secy., Morris Cook, Hickey Bros., Rock Island, Ill.
Richmond A. of D. M., Richmond, Va.
Pres., R. A. Lewis, Miller & Rhodes.
Secy., R. A. Frayser, Howell Bros.
Middletown A. of D. M., Middletown, N. Y.
Pres., Geo. J. Skinner, 25 North St.
Secy., Walter J. Seeley, Thompkins Dry Goods Co.
Twin Ports A. of D. M., Duluth, Minn., and Superior, Wis.
Pres., J. E. Hopkins, Geo. A. Gray Co., Duluth, Minn.
Secy., A. B. Johnson, Floan-Leveroos Co., Superior, Wis.
D. M. A. of Montgomery, Montgomery, Ala.
Pres., A. D. Lewis, I. Livystein.
Secy., A. Gold, 919 South Perry St.
Columbus A. of D. M., Columbus, Ohio.
Pres., Carl Ahlroth, The Union.
Secy., Karl E. Roth.
Alamo City A. of D. M., San Antonio, Tex.
Pres., Matt Markusick, Box 646, San Antonio, Tex.
Secy., I. W. Molander, Frank Bros.
Home City D. M. A., Springfield, Ohio.
Pres., Wm. Canney, The When.
Secy., Wm. Cavanaugh, M. D. Levy.
Fargo-Moorhead A. of D. M., Fargo, N. D., and Moorhead, Minn.
Pres. R. G. Veenker, A. L. Moody, Fargo, N. D.
Secy., H. B. Hollenbeck, Alex Stern & Co., Fargo, N. D.
Charleston A. of D. M., Charleston, W. Va.
Pres., J. E. Hancock, Schwabe & May.
Secy., H. C. Berkheimer, Walker Dry Goods Co.
Dayton A. of D. M., Dayton, Ohio.
Pres. W. L. Winning.
Secy., Bert L. Daily.

Twin-Ports Local Holds Election

THE Twin-Ports Association of Display Men of Duluth, Minn., and Superior, Wis., held the first meeting of the New Year in the Commercial Club rooms in Duluth last month. Fifteen members were present, and the annual election was held. The officers for the coming year were selected as follows: President, J. E. Hopkins, with the Geo. A. Grey Co.; Vice-President, A. W. Erickson, with the Hill Clothing Co.; Secretary, R. B. Johnson, with Floan-Leveroos Co.; Assistant Secretary, M. Norske, with Silberstein-Bondy Co.; Treasurer, H. J. Maki, with the Columbia Clothing Co.

The Twin-Ports local has a membership composed of exceedingly live wires, and the frequent meetings are always highly interesting. They have made their influence felt in various ways during the past year. For 1916 plans have been made to develop the club's usefulness still further. The annual banquet was held at the St. Louis Hotel, February 23.

New San Antonio Local

AMONG the latest locals to be formed is the San Antonio, Tex., branch of the International Association of Display Men. The new association is composed of that city's display men and card writers. The president is Matt Markusick of the Saul Wolfson Dry Goods Company; secretary, I. Molauder of Frank Bros.; treasurer, I. L. Kaufman of Wolff & Marx Company.

A meeting was held in the organization's rooms in the State Bank Building and the display men were presented with their charter by the president. Twenty members signed the charter and were enrolled. The membership will be increased, it is said, until every display man in San Antonio has become affiliated. Meetings each month will be held on the first and third Tuesday nights and will be enlivened with papers and talks on display, decorations and card writing.

The display men decided to take an active part



Mr. Lee's Window. The full form drapes made without cutting the materials.

First Prize Winner in the McCall Window Trimming Contest and E. T. S. Graduate

Mr. Edw. C. Lee of 467 King East, Hamilton, Ont., won the first prize of $50.00 in the recent McCall Window Trimming Contest. This contest was of international importance.
Following is a reproduction of his letter to the school, and it forcibly illustrates what Mr. Lee thinks of E. T. S. instruction work:

Economist Training School, 231 W. 39th St.

Gentlemen:—It gives me great pleasure to announce that I have been honored as first prize winner of the McCall Window Contest.

I can attribute this success to a large extent to the practical instruction I received with your institution. Every business day I look back with pride to the time that I decided to become a member of the E. T. S.

I believe that your instruction work is without question the best way to get the fundamental principles of our profession.

I know from observation that to try to learn the work under some other display man is a long way around and rather discouraging as most display men who hold any kind of a responsible position are so busy with their own problems that they cannot give proper attention to an understudy.

When you advertise your school you cannot say too much about the good work you are doing.

I am on the look out for prospective students, and will always say a good word about the E. T. S.

Very truly yours, EDW. C. LEE.

In consistently turning out successful students the record of the Economist Training School is pre-eminent. Our methods of instruction are most practical. We give the student a definite aim and a thorough plan to follow. It is good logic to conclude that the school with an established record such as the E. T. S. is the one to which you should entrust your future.

We Have No Bargain Tuition Prices

It's not so much what you pay as what you get for what you pay.

Some schools make a practice of offering special cash concessions which are known as "bargain prices for certain seasons of the year." Our tuition charges never vary. They may be higher than other schools; at the same time we guarantee you a thorough, practical and broad instruction under men who are recognized as leaders.

Our catalogue outlines the success of a great many of our graduates. Over 3,000 E. T. S. men are now employed in the retail stores of U. S. and Canada, with the realization that their success was earned as the result of training in the Economist Training School; surely you would not let a slight concession of tuition fee influence your better judgment.

Our catalogue clearly outlines just what you may expect from the Economist Training. This instructive book is free for the asking.

If you are a believer in TODAY you will take the first step towards a better position and greater earning power by filling out the accompanying coupon, which will bring by return mail, without charge, our book and outline of the methods in use by over 3,000 successful E. T. S. graduates in the U. S. and Canada.

THE Economist Training School, New York:

Send the book to

Name

Street

City

State.....

Please write or print plainly.

M.R.

ECONOMIST TRAINING SCHOOL

Advertising Display Management. ***Show Card Writing.*** ***Sales Management***

239 WEST 39th STREET **NEW YORK CITY**

in the burlesque parade of the Fiesta San Jacinto, so the Fiesta wall gain the aid of an organization well equipped to make a success of the part it undertakes.

A monthly publication will be published by the display men to acquaint its membership and the public with the object of the organization and its benefits.

Buffalo Local Formed

THE Buffalo, N. Y. Display Men perfected their organization February 14th, with a membership of seventeen and with prospects of swelling the membership to nearly fifty. The following list of members and committees appointed, argues well for the success of the club:

MEMBERSHIP

A. J. Allert, Kleinhans Co.; M. J. Hughes, Browning King Co.; Geo. W. Murray, Flint & Kent Co.; Clement Kieffer, C. A. Weed & Co.; Paul H. Pike, C. B. Marsh Co.; Chas. Cook, W. Hengerer Co.; Geo. J. Klein, Adam, Meldrum & Anderson; W. R. Lantaff, J. N. Adam Co.; E. J. Ryan, Hens & Kelly; E. J. Miller, Weisseman & Eiss; P. F. Shutz, Oppenheim & Collins; L. McNamara, J. H. Hudson Co.; E. E. Closkey, Weed & Co.; G. Greenleaf, J. N. Adam Co.; J. E. Genrich, Seigrist & Fraley; H. L. Cowles, Liggett's Drug Co.

Honorary member, Ben Evans, photographer.

The election of officers resulted as follows: Clement Kieffer, president; Chas. Cook, vice-president; J. E. Genrich, secretary; Geo. Murray, treasurer.

Trustees: G. Greenleaf, E. J. Miller, Geo. J. Klein.

Program Committee: Clement Kieffer, W. R. Lantaff, P. F. Shutz, H. L. Cowles.

Membership Committee: L. McNamara, E. J. Ryan, E. E. Closkey.

February 29, "Presperity Day," was celebrated by the club with a luncheon and demonstrations by members. The obstacles and many hindrances experienced in organizing have apparently been overcome and the prospects are that a better acquaintance and spirit of brotherhood and good fellowship will develop among the members. The get-together desire has been prevalent in Buffalo a long time, so that under the new auspices Buffalo display men will compete with the best for first honors in the display men's realm.

The Birmingham Local

AT the annual election of officers of the Birmingham, Ala., branch of the I. A. D. M., held at the Chamber of Commerce on Tuesday, Feb. 15th, the following officers were elected for the coming year: President, Sam'l Friedman, of J. Blach's sons; vice-president, John Freeman, of Burger Dry Goods Co.; treasurer, S. Stuart Riddle, of Drennen Co.; secretary, F. O. Farrabee, of D. & A. Rich Shoe Co.; corresponding secretary, W. L. Singleton, of the Steel-Smith Co. The last named office is a new one created on account of the large amount of correspondence arising from the distribution of the little magazine, "Through the Window," published locally by the association.

Fashion Week will be held in Birmingham on March 13th, and plans are under way for the most elaborate occasion. The Business Men's League and the Chamber of Commerce have recognized and co-operated with the local branch of the I. A. D. M. in a manner never known before. The entire plans for the decoration of the streets were turned over to the club. Plans were drawn up by members and submitted to the commercial bodies. They were approved and highly complimented. The Business Men's League appropriated the amount asked for by the displaymen and they were given carte blanche in the matter of decorating the streets.

An agreement was drawn up and entered into between the displaymen and the Business Men's League and the contract for the decorations was awarded to S. A. Jones, who is a member of the local branch. The decorations will be the most elaborate ever undertaken by any southern city. An official emblem was designed by Mr. Friedman, and was adopted as such. It will be used in all the show windows; is included in the street decorations and will be used as a cut in all the advertising of the Fashion Week.

Charleston Display Men Busy

THE Charleston Association of Display Men of Charleston, W. Va., is composed of a busy bunch of enthusiasts who are making their influence felt by the merchants and general public in that city. At present they are organizing a "Dress Up Week." What they are doing in this line is rather fully explained in the following letter that was sent to all local merchants:

Dear Sir:

Through the co-operation of every merchant in Charleston this association intends to inaugurate a "Spring Dress Up" campaign to be held on or about March 28th to April 8th.

Just imagine the gigantic impelling force of every merchant in Charleston behind one big profitable idea plus the co-operation of the city officials, too. Does it not appeal to you that such a step would cause every one in this city and the surrounding territory to "wake up" to the fact that something unusual was happening, something worth asking about, and when all the magnificent displays were exhibited—something to go see.

Then again—Easter comes late this year and with such a campaign well organized, public feeling played upon in well written, vigorous and inspiring advertisements appealing to their civic pride to enter into the spirit of this nation-wide movement of better clothes, better appearance, a more prosperous appearance such as would be in harmony with the present prosperity of the United States of America. It will be one of the greatest business getting ideas ever known in Charleston, will cause an earlier buying than usual because its "Dress Up Time," every one will be expected to look their best. Thus the lateness of Easter will be offset and you, Mr. Merchant, will gain the advantage.

The task of this entire undertaking will rest upon this association and all we ask of you is your approval and co-

Your Easter Business

is dependent in a large measure upon the appearance of your show windows and the goods displayed in them. We furnish the "appearance" and make them radiate the breath of Spring to prospective buyers.



POSTER PANEL

DAILY'S POSTER PANELS
AIR-BRUSHED BLANKS
AND POSTER CARDS

create an atmosphere and setting that is at once beautiful and attention-compelling.

Our new circular, M-3, will tell you more. Send for it—but be quick, for there is no time to lose.



POSTER CARD

Bert L. Daily

New Advertisers Bldg. Dayton, O.



APOLOGIES TO BRIGGS

WIN YOUR WAY

In this world by joining a class at the school that has the equipment to give you real practical ideas.

LEARN

WINDOW TRIMMING | **ADVERTISING**

SALESMANSHIP | **CARD-WRITING**

Send for one of our Handsome Reference Books—72 pages useful information free.

AT

CHICAGO DISPLAY MANAGERS SCHOOL

304-306 W. Jackson St. **CHICAGO, ILLINOIS**

SIGNIFIES QUALITY

operation. Our plans are completely successful ones—many of which have been used elsewhere being re-arranged to be adaptable to this community.

A committee will call upon you in a few days to explain more in detail the winning features of this campaign, and in the meantime we ask your indulgence in reading the marked paragraphs in the enclosed pamphlet which will enlighten you as to some of the ideas of "DRESS UP WEEK."

In closing we beg to remain in sincere co-operation for the betterment of business and the cashing in on the present period of the greatest prosperity ever known to the United States of America.

Very truly yours,
THE CHARLESTON ASSOCIATION OF DISPLAY MEN.

Accompanying the foregoing letter was sent a pamphlet explaining in detail all about "Dress Up Week" and how the event can be handled to the best advantage. At a recent election, the following officers were selected for the coming year:

President, J. E. Hancock; vice-president, J. C. Waters; secretary, H. C. Burkheimer; treasurer, O. M. Buck; trustees, Marcus Smith, L. T. Mathes and J. J. Bloom; program and entertainment committee, J. C. Waters, Joe McKee and H. C. Burkheimer; membership committee, N. C. Nelms, Jas. M. Evans and Marcus Smith; publicity committee, O. M. Buck, E. C. S. Bowyer and H. C. Burkheimer.

Display Managers of Philadelphia

ON WEDNESDAY evening, February 9, the Display Managers and their first assistants met for the first time to spend a social evening. The affair was held at the old Pencoyd Country Club at Wissahickon.

The "boys" met at the Philadelphia and Reading Terminal and proceeded by train to the club house where arrangements had been completed for an elaborate dinner. The room was beautifully decorated with pink carnations, roses and sweet peas, while a profusion of natural asparagus was added to beautify the setting. A booklet with a blue streamer fastened to a small American flag, and containing a "toast" was to be found at each plate.

After dinner the boys proceeded to the bowling alley, where a spirited contest was held. Much friendly rivalry existed between the teams, captained by F. D. Carrigan and Joseph Kelley, and when the time came for departure Mr. Kelley's team was leading by a single game. The affair was voted by those present to have been a most enjoyable one, in fact so much so that they agreed to make it a monthly affair. Those present were as follows: Carl Albert, Bonwit Teller & Co.; Frank D. Carrigan, Strawbridge & Clothier; John Fields, Gimbel Bros.; James Jones, Gimbel Bros.; John Jackson, Strawbridge & Clothier; Howard Kratz, John Wanamaker's; William Kroll, Lit Bros.; Joseph Kelley, Lit Bros.; Luther Pfeifer, Lit Bros.; Walter Ruth, John Wanamaker's.

Regrets were sent by Mr. Jerome A. Koerber, first vice-president of the Display Managers' Club of America, who was unable to be present owing to a previous engagement.

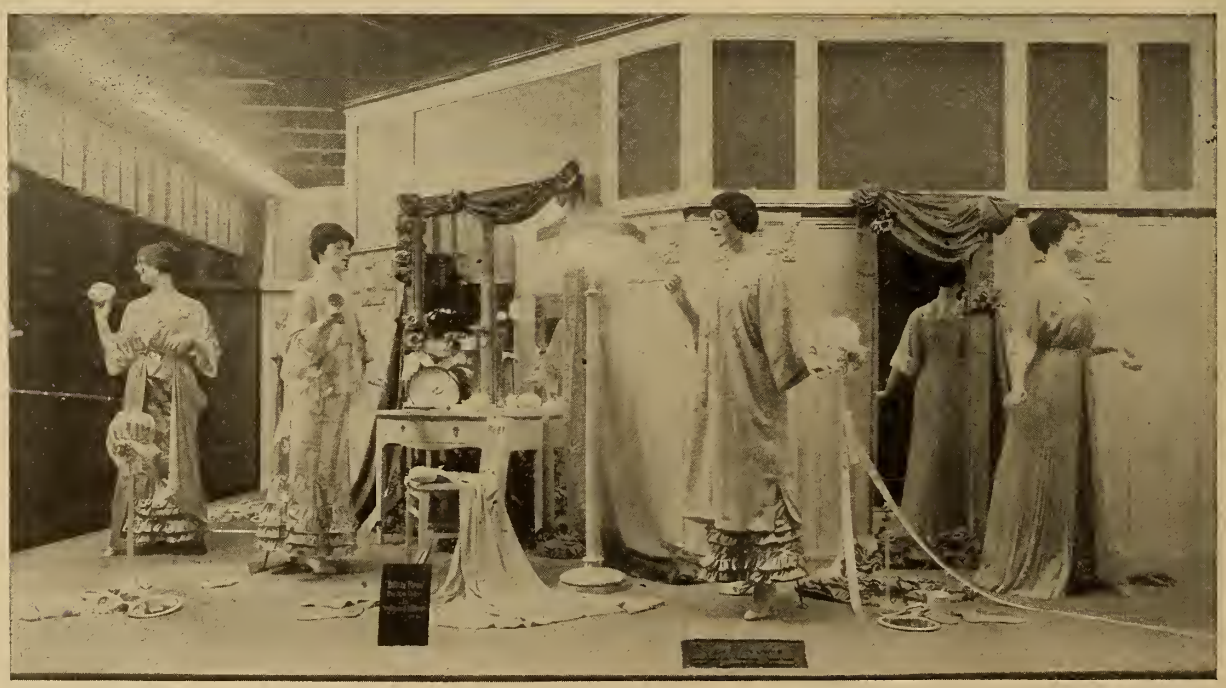


Plate No. 9325. A Display of Lingeries by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, Ohio.

This is a large corner window. The display was put in to suggest a boudoir. In the middle was a large mirror behind a dressing table. At either side was a tall slender mirror, framed with velour and decorated with a drape at the top. The figures were all dressed in garments of the "Edith Rose" color, the new tint in lingeries and petticoats.





Endless Possibilities for the Display Man with

DEPENDABLE Upson Board. For artistic window backgrounds, screens, display panels and fixtures, there is nothing handier than UPSON PROCESSED BOARD. Just nail the panels to a light framework—give them a coat or two of paint—and the display is ready!

Use it as a lining or background for model rooms. Use it to handsomely partition off rest rooms, offices and private display rooms. For cabinets, booths, shelves, bins, tables, stands, signs. Use it to beautify your store walls and ceilings, too.

You will find that no other material will serve you in so many ways—and so quickly, economically and WELL—as

UPSON-BOARD PROCESSED

No other board in America is made in so many widths—up to 64 inches! UPSON BOARD panels also come in 5 thicknesses: ⅛", 3/16", ¼", 5/16", ⅜". A strong, durable board for every purpose! The quarter-inch UPSON BOARD, for example, is as strong and serviceable as any wood core board, is easier to handle, shows no lath shadows, and saves you about 25% in cost.

Upson Board cuts with a clean, smooth edge; it looks, feels and it *works* like lumber. In fact, UPSON PROCESSED BOARD *is* artificial lumber. It is made of long, wiry pure wood fibers compressed into hard, stiff panels. Every panel is kiln-cured, like interior trim; waterproofed to resist dampness and moisture; and ready-primed.

You perhaps know how difficult it is to use cold water paints or any other paint on boards containing paraffin or non-drying oils. But the *ready primed* surface of UPSON PROCESSED BOARD takes any kind of paint—requires only one or two coats to finish perfectly—and gives you the most artistic results.

Let us send you sample of UPSON BOARD. Test it to your complete satisfaction—compare it with any other wall board. You will see its almost unlimited possibilities and advantages for the store decorator. You'll want to keep a supply on hand as hundreds of store decorators do. Write, for sample, to

UPSON PROCESSED BOARD

THE UPSON COMPANY *Fiber Board Authorities*

171 Upson Point
Lockport, N. Y.

LOOK FOR THE BLUE CENTER



Maiden Hair Ferns Natural Preserved, large size, any color, per 100. $5.00
Asparagus Ferns Natural Preserved Sprays, 12-15 inches long in green, per 100..... 5.00
No. M. Ivy Vines of Muslin, 12 leaves to yard, per gross..... 6.25

Spring Decorations

We are direct Manufacturers

New Spring Catalogue now ready. Send for it.

Illustrating the latest Flower Designs

Low Prices Best Quality
Samples sent Free

J. Hartwig Co.

26-28-30-32 Pellington Place
BROOKLYN, N. Y.

SHOWROOM
24-26 West 30th Street, N. Y.

Just a few of our large assortment

No. M. S. Apple Blossom Vine 12 Muslin leaves, 10 Sateen Apple Blossoms to each yard, per doz.....$ 1.20
per gross..... 11.50
Single Apple Blossoms of Sateen, per gross..... 32c
Single Apple Leaves of Muslin, per gross..... 35c
No. M/9. Wisteria Flower, 6 inches long, per gross..$2.75
No. M/18 Wisteria Flower 12, inches long per gross..$5.75
Any color desired



No. M. S.

A Big Program

THE entertainment program for the big Chicago convention next August is progressing famously. While the committee does not wish to announce the features at the present time, it can safely be said that this will be the best program that has ever been arranged and that every one who is fortunate enough to be in attendance will be more than satisfied. A number of original features have been arranged for that will come in the nature of surprises. This applies to the entertinment of the ladies as well as the men. The ladies are to be entertained more elaborately than at any former convention and every member is particularly urged to bring along his wife with the assurance that she will not have a dull moment during the meeting.

And at this time I want to urge in the most emphatic way the fact that every display man in the country should attend this big convention. No matter how far one may have to travel, he will be more than repaid. There is every evidence even at this early day that there will be a tremendous attendance. Leading display men from all parts of the country have signified their intention of attending. Never before will so many big display men have got together at one time.

I would suggest that every display man make arrangements with his employer at once to go to Chicago next August. If the Boss will pay expenses, well and good. If he can not be induced to do this, the display man can start a fund and lay aside a certain sum each week so that by next August there will be enough in the "pot" to make the trip in first-class style.

But it seems to me that every merchant who is at all progressive should pay his display man's expenses to this meeting. Certainly the merchant will be a big winner on the investment, for the display man will pick up enough new ideas for his windows at the convention to make a big improvement in his displays for a year to come. It must be remembered that these yearly meetings are a tremendous educational factor. All of the latest ideas in display are brought out and expert display men demonstrate new and better ways of doing things. One can learn so much that will help him to do his work better and to make him more useful to his employer that the latter should be glad of the opportunity to place all these advantages within reach of his display man.

FRED S. PRATT, Joliet, Ill.

Geo. J. Cowan Gives Lecture

GEORGE J. COWAN, who is president of the Koester School of Window Display, Card Writing and Advertising, of Chicago, has just returned from a month spent in California. While there Mr. Cowan was invited to address the display men of California at a banquet which they tendered him in Los Angeles. There were very nearly a hundred display men in attendance; the entire evening was given over to Mr. Cowan, who not only gave an exhaustive talk on the subject of window display illustrated with several hundred stereopticon slides, but he also made use of the blackboard in giving an extensive demonstration of how to plan decorations for the background, and have them so designed that they followed correctly laws governing composition and color.

This was one of the most enthusiastic meetings that the Southern California Display Men have had, and is the type of meeting that proves of great benefit to any association, because of its educational value.

Successful Style Show

RETAILERS of Dallas, Tex., held a remarkable successful style show from February 29 to March 4. It was one of the most elaborate affairs of its kind that has ever occurred. The merchants proceded upon the theory that the more attractions there were offered, the bigger the crowds. They therefore provided a variety of high class attractions calculated to appeal to everyone and the result was a record-breaking crowd. The show was dated to make it concurrent with the grand opera season and the automobile show. Steam roads were induced to grant a one and one-third fare rate from all points within a radius of 100 miles from Dallas and the inter-urban roads made special schedules to accommodate the out of town visitors. Some of the other attractions were:

A wonderful exhibition by living models.

Illuminated pageant of half a million dollars worth of new automobiles by dealers.

Fete and dancing in the streets.

Owners' prize automobile parade.

De Luxe exhibition of wearing apparel and other merchandise.

The "Maid of Spring" was a mysterious veiled lady who with ten attendants rode in an elaborately decorated throne float at the head of the automobile parade. Cash prizes of $50, $35, $25, $15 and $10 and many valuable merchandise prizes were offered for the best decorated cars in the parade.

Change in Chicago School

Notice has been issued by the Chicago Display Managers' School of some changes in the personnel of its officials, to the effect that the connection of H. J. Rutherford is now ended with this company and Le Roy A. Brady, who has a financial interest in the company, is president and in full charge of the active affairs, with James Ashley as secretary.



"The New in Decorations"

BEAUTIFUL BIRD PAINTINGS

So striking—so full of life are these wonderful Bird Decorations that show great with any class of Merchandise—and Remember, we make all kinds of effective Window Scenics for your Displays.

Write for "Booklet" and Circulars Today

BER-ZER STUDIO, Dayton, Ohio

Do you use Ber-Zer Brushes and Supplies?
CATALOGUE FREE.



Adam and Louis XVI Characteristics

Capitals

Brackets

Shields

Heads

Scrolls

Drops

Corners

Clawfeet

LIGNINE (WOOD) CARVINGS

UNBREAKABLE

Will Simplify Your Work

Nothing in the Ornamental World Compares with Them

Their use enables you to create Backgrounds and Screens the Beautiful—Pedestals and Plateaux Practical.

Are Easily Attached

Send for catalog of Modern and Period Designs. Study the designs carefully. They will suggest to you Ideas and increase your efficiency.

ORNAMENTAL PRODUCTS COMPANY
52 Fourteenth Avenue
DETROIT, MICHIGAN

Can Be Used

Over and Over Again

For Easter Trim

Christmas Trim

Next Year's Trim

And After That

CARD WRITERS OUTFIT $1.00 COMPLETE

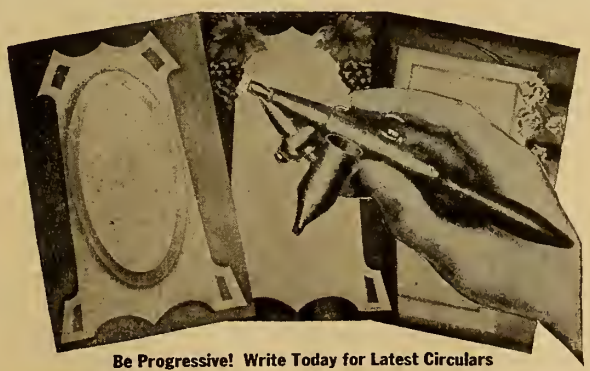


Money Back if Dissatisfied

Make Your Own Cards

SUPPLY DEP'T DETROIT SCHOOL OF LETTERING
DETROIT, MICH.

PAASCHE'S FAMOUS 3-IN-1 AIR BRUSHES



Be Progressive! Write Today for Latest Circulars

Not only excel in efficiency but they win your confidence, and attractive work produced by them will gain for you

Better Business and Greater Earning Capacity

Where speed, dependence and durability count Paasche Air Brushes are always in use among the leading show card writers, sign painters, window trimmers and decorators.

Paasche Air Brush Co. 5 South Clinton Street CHICAGO

SHORT LENGTHS

Continued from page 40

all cotton dress goods have been advanced by the manufacturers of cottons for future delivery. This, in itself, constitutes a good reason for buying now. Note the variety:

No War Prices on This Charmeuse. All Silk, 40 *Inches Wide,* $1.12. Every condition of the market would justify a much higher price. Indeed this silk could not be produced today to sell for less than $1.50 a yard, if for that price. Woven and dyed while the best imported dyes were still available, it has all the luster and beauty of coloring those dyes only could produce. It has a wonderful color range, including all the best shades for evening and street wear, through the gamut from white and ivory to black. Especially good shades of blue, pink, green, amethyst, lavender, etc. It is full 40 inches wide, full weight, fully supple and fine, very rich in appearance. Nothing better could be found for a costume for the most important occasions of the long social season of the later winter. At $1.12 a yard this is an opportunity for economy that no woman may wisely neglect. None sent C. O. D.

Ready! Misses' Spring Suits. A delightful new collection of Spring suits for dress and sports wear; serges, gabardines, poplins, the fine twills now so fashionable, smart homespuns, velours and shepherd checks. Many semi-tailored suits and a great variety of flared and fancy-belted models, with such new features as the cape and the deep pointed collars and charming vestees of silk or cloth in contrasting colors; some leather-trimmed. Sizes 14, 16 and 18 years. Prices $15.00 to $69.50.

Flowered Voile at 12½*c* a Yard. Every woman who sees it will immediately think of the many little inexpensive afternoon dresses to be made at home that it would be just the thing for. For such a small price, the voile is of remarkably good quality, white or delicately colored grounds, with the prettiest flower groups sprinkled over the surface.

Little Outdoor Baby's New White Coat Is Here. It is new and white and soft, planned for the wee baby whose mother likes to see him look as sweet when out in his coach as when at home. It is of silk, or cashmere, or crepe de chine, and sometimes it has hand embroidery, and sometimes a cape—often both. It may even share in some of the fine smocking that children's clothes are decked with this Spring. And it costs from $5 to $25, depending on how elaborate it is.

The New Silk Petticoats. Prettier, it seems, than ever before, more "feminine." Gone are the tubular styles, sans flounces, of the past few seasons. These are "fancy" petticoats in the fullest meaning of that extraordinary word. Colors, stripes, fullness and flounceries and flufferies to your hearts content.

Sales of Hosiery and Underwear. Light Weights—Lightly Priced. Spring undergarments and hosiery for everyone—in almost every weave, weight and style. Priced lower than last year's regular prices—far lower than the rising market now justifies—probably a good deal lower than we will be able to sell the very same grades after spring has set in. It is wisdom to prepare now.

$1 *Silk Hosiery at* 69*c.* This is the season of "finds" in New York. Hosiery people are turning their attention to the new season, and little surpluses are sold at a loss. This is such a surplus, discovered by our man now in the market. It is pure thread silk hosiery, both fancy and plain, in black and colors. It has six-inch lisle tops, double lisle soles and high spliced lisle heels. Ordinarily it sells at $1 a pair. The price, however, due to the circumstances related above, is 69c a pair.

Misses' and Children's Shoes—Save! From our regular stock we have taken many good lines, from infants' first moccasins, to growing girls' school and dress shoes, and have sharply reduced the prices for quick clearing away. Every pair is of the Strawbridge & Clothier standard of quality. It is well to remember that in the face of steadily increasing cost of footwear, we are rigidly maintaining this high quality standard. These lines may cost us more later on—all the more reason for buying at these reduced prices.

Sale of 1800 *Men's Spring Derbies at* $1.95. Quality hats —every one of them. Made of tip-top materials all the way through, and modeled into Spring's newest shapes by trained eyes and skilled hands. Each hat is made of long-fur stock, smoothly felted, with heavy diced goatskin bands, and you can select from ten colors and white in silk linings. New onion skin brown and Aldine brown; both predicted to have a great vogue this season. Jet blacks that are made to stay black; dyed in the old way with the old dyes. Profit by taking your Spring hat today, for we do not expect to repeat this unusual offer.

2,500 *Shirts for Men at* 79*c. Styles Usually* $1 *and* $1.50. Balance of a very large purchase—one that under present market conditions can probably not be duplicated. Materials are fine woven and printed madrases in pretty stripe patterns. All the shirts are made over our own "large body" specifications. Each shirt has box center plait, finished with the best pearl buttons and is hand ironed. Patterns are chiefly light grounds with stripings in black, blue and lavender. Plain negligee styles with stiff cuffs; also some soft cuff shirts of mercerized silky materials. Sizes 13½ to 17. Stiff cuff shirts in 33 and 35 sleeve lengths. Soft cuff shirts in 33 and 34 sleeve lengths.

A Man's Day Tomorrow. Tomorrow the store for men will certainly have its special offerings and its cordial welcome to all men. But we hope that men will also find in the holiday an opportunity to visit the other parts of the store, perhaps together with some of the feminine members of the family. It is to be a man's day at Loeser's. The advertisement contains some of the extra good offerings we have prepared. Every part of the store will have something of interest to show, and we believe that no man can spend a little while walking about without a feeling of satisfaction in the extent and character of this Brooklyn institution and without a recognition of the spirit of service giving that is the whole store's daily inspiration.

Men's $1.00 *Shirts, now* 85c. Fancy soft negligee shirts, in an excellent assortment of patterns and colorings; with turn-back cuffs. These were made to our own specifications, and would be pronounced by any man an excellent value at $100.—now 85c.

Looking Toward Spring in Men's Clothes. Several hundred of the new Spring suits will be shown for the first time tomorrow. They are the best suits we have ever had at their respective prices. This should be understood—and expected. It is a poor business indeed which cannot show improvement from year to year. Contrary to many prophecies these new suits, although different (and we think better) in style, are not freakish. Lack of dyes has not as yet resulted in a meagre assortment of patterns or colors. Nor have we found it necessary to advance prices. We have suits surpassing last year's grades in fabric and workmanship at last year's prices. We are confident you will be pleased with an inspection of them. Suits and overcoats, $15 to $30.

Silk Neckwear of Unusual Beauty at 55*c.* This collection of silk neskwear is remarkable from two points: The quality of the silk is far above the average and the designs and colors are of a kind usually foreign to neckwear at this price. Each scarf included is liberally cut; there are six thousand to choose from, and every one bears the Sax-Service band.

New Wash Suits for Littlest Boys. It is none too early to think about light-weight suits, for warm days are coming. And here is a large new shipment of such pretty novelties that mothers will want to look them over. All white, white with colored stitching or trimming, and stripes trimmed with plain colors are included. Designs are brand new and materials are exceedingly good, considering the moderate prices.

Soft and Derby Hats, $1.95. *Regularly* $3 *and* $4. Step into our hat shop today and take any soft or derby hat from our *regular stock* (Stetson's excepted) for $1.95. We place the emphasis on *regular stock* because these hats are far superior to merchandise made and bought for special sales purposes. A hat for everybody—the hard to fit and the hard to please. Desirable shapes in black or brown derbies. Soft hats in black, brown, green, Oxford, slate. Also—imported velours in brown only. All sizes.

We Bought 4800 $1 *Umbrellas* and if we tried to buy the same kind today to sell at that price, it couldn't be done, for materials have gone up. The covers are fast black, of good quality cotton with taped edge. They have strong frames, are well made and finished with good-looking handles in styles suitable for women or for men. One dollar doesn't always buy such good umbrellas as these—so a word to the wise is sufficient.

A Dollar Emergency Umbrella saves many times its cost. Convenient to have in the house to loan a friend, and better still to keep in the office to save carrying the more expensive umbrellas back and forth. Strongly made of fast black twisted cotton with a steel frame and styles for men and women.

Charming Handbags in Spring Designs. An entirely new shape is introduced; a flat top, developing into a soft, pouch-like lower section and making an extremely chic bag. Materials are silk, seal and the finest of patent leather and taper calf. In black and the new, light Spring shades. Linings are exquisite silks. Two sizes, $5 and $7.50.

Culver
NEW YORK



One More Example of High Class
Modeling in Wax — by Culver

LET US TELL YOU ABOUT
SOME OF OUR NEW FIGURES

IRWIN G. CULVER CO.
60 East 8th St., New York

ONYX
PAPER

A new, practical and ideal paper
for original and effective and
artistic window trimming

Plan now to use it for your

**Easter
Opening
Windows**

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. It's use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading display men throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Illustrated Booklet

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one to-day.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

For Our Advertisers

Window Trimming Contest

Carl W. Ahlroth, display manager for The Union Company, Columbus, Ohio; James L. Dexter, for E. C. Jones, Fairmont, W. Va.; and C. H. Hunt, with the D. K. Moses Company, Sault Ste. Marie, Mich., won the first, second and third prizes, respectively, in the window trimming contest conducted by the Ber-Zer Studio of Dayton, Ohio.



2ND PRIZE BER-ZER WINNER.

This display was a second-prize winner in the "Ber-Zer Window Display Contest" that was recently conducted by the Ber-Zer Studios of Dayton, Ohio. It shows an example of the blended oil color. The panels were painted in oil and the blending colors were tan and brown. A stenciled rose design appeared in the middle of each panel, but this does not show clearly in the reproduction. The floor was covered with tan velour. It made a very effective setting for a window of this kind.



3RD PRIZE BER-ZER WINNER.

This display was awarded the third prize in a window display contest recently conducted by the Ber-Zer Studios of Dayton, Ohio. At either end of the background may be seen a painted landscape which added much to the effectiveness of the setting. A great quantity of natural prepared foliage as well as artificial flowers were used in this window.

As announced in these columns, the contest was open to every display man in the country, beginning with the fall season and continuing until December 10, 1915. The only rule governing the contest was the use of a Ber-Zer scenic painting in the display.

There was quite a diversity in design of photos submitted, as the contest carried over two seasons (fall and winter), and for this reason the judges, after having awarded Mr. Ahlroth the first prize on his skating window, had considerable trouble in determining the winners of the other prizes.

All photos entered were submitted to an impartial committee, composed of J. W. Blakley, manager of the Blakley Window Advertising Company; Mr. William Kiefaber, with the Kiefaber Company, and Mr. Ralph Jones, assistant advertising manager of the Dayton Herald. It was the aunanimous opinion of the judges that the photos submitted showed an evidence of the wonderful advancement being made in the art of merchandise displays.

The Ber-Zer Studio wishes to thank each contestant for his co-operation in making this contest a success; also the three gentlemen who acted as judges in awarding the prizes.

We show here the displays that won second and third prizes. The first prize winner was reproduced on page 36 of our December issue.

Wood Carvings

Lignine (wood) carvings, unbreakable, are a tenth of a century, time tried product. Display managers recognize that they not only add greatly to their efficiecy but also simplify their work. By their use beautiful backgrounds, screens, pedestals and plateaux can be cheaply made. That they will last for years and can be used over and over again is a big bulging point in their favor. The Ornamental Products Company, of Detroit, Michigan, have recently issued their new catalog No. 8, which in connection with modern designs, shows a large variety of Adam and Louis XVI characteristics, true to period. The manufacturers will send a free sample and catalog for the asking. If you haven't a catalog, it will pay you to send for it.

A New Wood Fixture Catalog

An exceptionally interesting catalog of wood fixtures and kindred lines has just been issued by the Great Western Fixture Co., 616 Medinah Building, Chicago. It shows a splendid line of fixtures that have been designed to cover every need of the up-to-date display man. In addition there are many illustrations showing with actual merchandise just how these fixtures are to be used. The arrangements have been made by one of the cleverest display men in Chicago and will prove a big help to most window men. This valuable book will be sent free to any display man or merchant for the asking.

A Good Fixture Catalog

The Superior Brass & Fixture Co., 316 West Jackson Blvd., Chicago, has just received from the printer a large new catalog that every merchant and display man will find of interest. This company makes a very comprehensive line of display fixtures of all kinds and for every purpose. They have been the originators of many of the most popular fixtures in use today by American display men and all of these are shown in the new catalog. The Superior line of wax figures is especially interesting not only because of the large number of models but also for the reason that the faces are so remarkably true to life. Display men and merchants generally should write for this catalog.

A Fine Book on Decoration

A remarkably interesting and useful book has recently been issued by the Schack Artificial Flower Co., of Chicago. It is called "Schack's Book of Suggestions for the Display Man," and is filled with practical ideas for making all kinds of window settings. There are hundreds of designs for flower stands, set pieces, panels, flower boxes, pedestals, etc. all of which can be made by any display man who is at all handy with tools. There are also complete backgrounds in many designs. A large number of these are from actual photographs while others are in the form of sketches made in the Schack art department. This valuable book also contains a large number of photographs with descriptions of shades, papier mache, ornamental papers, scenic paintings, glass beads and an immense variety of other materials that will help the display man with his work.

This is the most elaborate book of its kind that has ever been issued and every display man will welcome it as a valued addition to his library. Even the cleverest display man is occasionally stumped for an idea and this book of suggestions will in most cases furnish him with just what he is looking for. "Schack's Book of Suggestions" was printed for free distribution and a copy will be sent to any one addressing a request to the Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago.

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



WHAT IS the size of your town? Where do you buy your supplies for card and sign work? 17 years in the business watching the Trade and studying the manufacturers has given us very valuable information. Why don't you try buying from a house that really knows? We have no other interest but that of the sign, show card and bulletin men—stands to reason we are **right.**

New $1.00 Outfit For Making Cards

At regular price you would pay $1.56 but to show our quality we sell it for A DOLLAR. Just pin a bill to this advertisement or to a letter and say "send the special complete $1.00 outfit" and you will get it RUSH. There will be a 100 page catalog with everything the trade needs—GET BUSY.

The Detroit School of Lettering
SUPPLY DEPARTMENT
Dept. 1803 DETROIT, MICHIGAN



Use "Artisto" Valances
and add "CLASS" to your Store Front

They cost no more than the ordinary kind and you are insured against fading and destruction when cleaning.

Send for our Catalogue and prices or send us a layout of your windows and let us show you our idea of an attractive decoration.

Stock Valances by the Yard at Very Low Prices. :: Headquarters for Puff Shades.

The Window Decorative Works
Dept. K — 1258 W. 4th St., CLEVELAND, OHIO.

Fixtures
To Fit Every Need

Prepare with the right fixtures to get more than your share of the Spring and Easter prosperity. Freshen your store and windows with new Superior wax figures, forms, wood or metal display fixtures. Let our experts help you. "Superior Displays Bring Trade Your Way."



No. 68. Full length papier mache form, mounted on adjustable wood leg attachments. Made in sizes, 36 and 16. Has one-half wax arms, and one-half bust, wax head. Used by Chicago leading merchants.

Same as illustration, **$36.50**

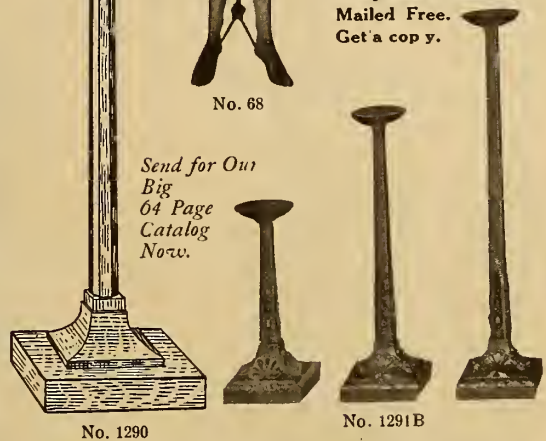
For plated round base, deduct **$2.50**

Most Complete Fixture

Supply catalog published—thousands of high class clever display ideas for every line of business. Mailed Free. Get a copy.

No. 68

Send for Our Big 64 Page Catalog Now.



No. 1290

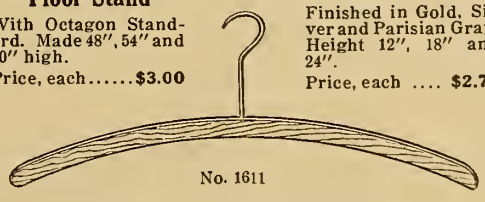
No. 1291B

Tapered Millinery Floor Stand

With Octagon Standard. Made 48", 54" and 60" high.
Price, each.....**$3.00**

Ornamented Tapered Stands

Finished in Gold, Silver and Parisian Gray. Height 12", 18" and 24".
Price, each **$2.75**



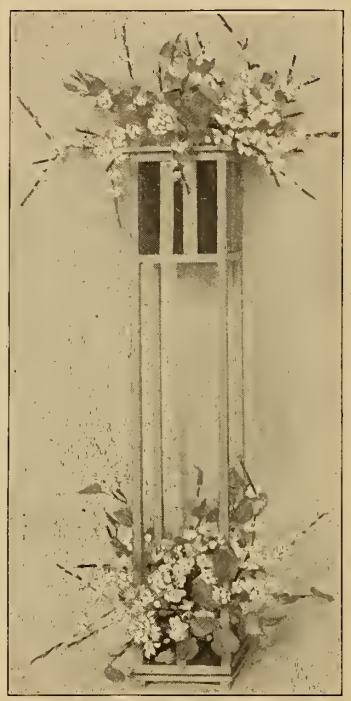
No. 1611

Thin Skirt and Shirt Waist Hanger

Increase your hanging space, protect your merchandise.
Per 100.....**$2.00**

Superior Brass & Fixture Co.
312 W. Jackson Blvd. CHICAGO, ILLS.

Spring Flowers that Reproduce Nature



No. 2077

OUR FLOWERS will appeal most strongly to the critical display man who demands the highest artistic excellence combined with economy in price. They are real reproductions from nature and every spray or blossom has all the dainty shapeliness and delicate coloring of the flower from which it was copied.

Good materials, good taste and good workmanship combined with our low prices make our flowers the best values on the market. A trial order will convince you.

OUR NEW QUARTERS are conveniently located down town and will well repay a visit from any display man. We do not claim to be the "largest makers of artificial flowers in the world" but we do claim we are making flowers from paper as well as it is possible for anyone to make them and our economical manufacturing facilities enable us to offer our goods at lower prices than any of our competitors. Compare our prices with those of other dealers.

STAND NO. 2077 is an example of the remarkable values we are offering. This is an attractive, well made stand filled with 2 dozen Flowering Almond Sprays in delicate shades of pink.
Cost complete..... $6.50

Almond Sprays, with foliage, equal to any on market. Per doz. $ 2.00
Apple Blossom Vines, 1 yd. long, 12 leaves and 12 blossoms....Per Gross $ 7.50
Wistaria Vines, 1 yd. long, 3 blossoms and 12 leaf sprays Per Gross $10.00

Send for our latest Special Price Circular

The Chicago Artificial Flower Co. (Not Inc.)

28 South Fifth Avenue Telephones Franklin 3880 and 3881 **CHICAGO**

Compo Board Easter Displays

When you think of spring and Easter Displays, think of Compo-Board, the two thinks go together in the minds of thousands of Display Men. You can use Compo-Board, too.



This Store Uses Compo-Board Every Season

Compo-board is built with kiln-dried wood slats, as a founda ion, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about **Compo-board.** Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co.

1404 LYNDALE AVE., NORTH
MINNEAPOLIS, MINNESOTA



No. 24M, $22.85

WILLIAMS'

Wax Figures

are lower in price than elsewhere because they are made and sold direct from the factory.

It will pay you to investigate Williams' Wax Figures, Forms and Display Fixtures

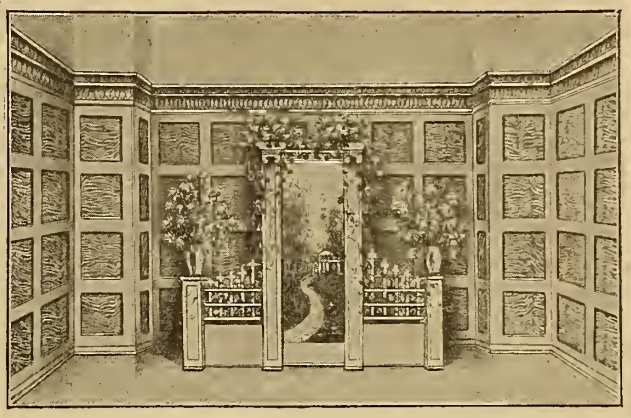
Business Booster No. 68

contains some new ideas in display fittings and will be mailed on request.

Money Refunded on Any Unsatisfactory Purchase

J. B. Williams

31 W. 4th St., New York, N.Y.



Goods Well Displayed Are Half Sold

Realize the full advertising value of your show windows. A simple, artistic background effect like that illustrated above can be secured by using

CAREY **Ceil-Board** SUPERSEDES PLASTER

For Backgrounds and Booths

Light in weight and easy to work. Comes in panels of any desired size and shape. Plain or natural hardwood grain finish. Clean, sanitary, fire resisting.

Write today for "Window Back-Grounds." Address

THE PHILIP CAREY COMPANY

General Offices

1030 Wayne Ave., Lockland, Cincinnati, Ohio

Fifty Branch Offices and Warehouses.



Beaven's Tropical Greens for Easter



Near to Nature's Heart Packing Beaven's Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows.

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	$1 00
2	200 sq. feet	20 lbs.	2 00
3	300 sq. feet	25 lbs.	3 00
4	400 sq. feet	30 lbs.	3 50
5	500 sq. feet	40 lbs.	4 00
6	600 sq. feet	50 lbs.	4 50

A lot of stores, finding that they cannot get the artificial so-called decorations from across the water, have turned to the real thing and are now using "Beaven's Tropical Greens" in their window and interior displays.

Business is opening up strong on my natural greens. Orders are especially heavy for "Beaven's Southern Wild Smilax." Fortunately I have an excellent crop this year and the supply is above the average. I can take care of a lot of business but do not want to get clogged up at the last minute.

I urge my friends to anticipate their needs as much as possible and send me their orders right away. I will book all orders in turn and see that you get satisfactory treatment—only please act promptly.

		Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft.	10c	$1 00	$ 6 00
As beautiful as palms in decorations.	3 ft.	15c	1 50	9 00
	4 ft.	20c	2 00	11 00
CHAMAEROPS PALM LEAVES	25c per doz.		$2.50 per 100	
SABAL PALM LEAVES				

		Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft.	15c	$1 50	$11 00
Our native palm plants with their roots removed.	4 ft.	20c	2 25	15 00
	5 ft.	25c	3 00	20 00
SOUTHERN GREY MOSS	25 lbs. sack $3.00			

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates. 25 per cent less than regular merchandise rates

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$1.00 BUYS COMPLETE SET of PURE RED SABLE ONE STROKE SHOW CARD BRUSHES GUARANTEED to be the best Brush You ever used. Outclasses the old style "Rigger" MY HANDSOME 96 PAGE CATALOG SENT FREE

Chas J Strong. Founder
DETROIT SCHOOL OF LETTERING
ESTB. 1899
DETROIT MICH.

ASK THE ESTERBROOK PEN CO. CAMDEN, N.J. ABOUT THE
"STYLE B" ROUND POINT
New Model Gordon & George Patent
"Speedball"
BROAD-STROKE
LETTERING PENS
FITTED WITH FAULTLESS DOUBLE RESERVOIR INK FEED FOR USING BLACK-WHITE OR OPAQUE COLOR.

2-Sample Sizes Now Ready No 2 & 3.
BY MAIL—
15¢ ea. 2/25¢
ALSO-NEW RUN OF STYLE "A" SQUARE POINTS
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Enlarged edition Speedball book at 50¢ copy.
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GORDON & GEORGE Patentees
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A Wonderful Floral Exhibit

Every display man who possibly can do so should visit the wonderful new display room of the Botanical Decorating Co. It is well worth taking a long trip to see.

This is entirely different from any other exhibition of artificial flowers and is without question the finest of its kind in the world.

The art staff of the Botanical Co. has treated an immense hall in such a manner as to suggest hundreds of decorative schemes for show windows and store interiors.

In addition to the wonderful line of flowers, there are shown complete backgrounds, panels, art stands and vases, baskets, urns, pedestals, electric fountains and scores of other decorative specialties that will delight the eye of every display man.

Send for Our Large Catalog with Colored Illustrations

The Botanical Decorating Co., 208 W. Adams St., Chicago

THE DIAMOND SHOW CASE CO.



Style No. 6

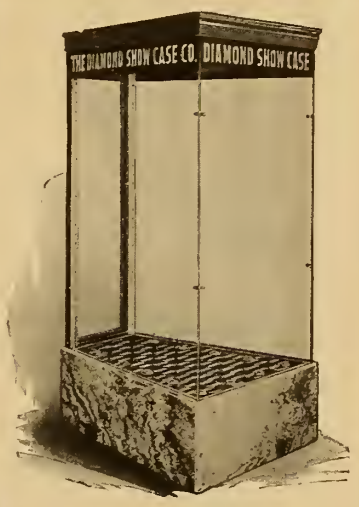
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Invested in

Outside Show Cases

Will show *more* merchandise to *more* people and bring *more* customers into your store than $5000.00 spent on interior equipments.

Write today for catalog



Style No. 5

2208 W. Superior Viaduct

CLEVELAND, OHIO

Our Frameless Mirrors
Are Both Useful and Attractive



No. 201
Pat. Applied for

A counter mirror is a magnet that serves to draw customers to your show case. It is a big help in selling neckwear, millinery, laces, hats, etc.

Here is shown the best value in counter mirrors ever offered.

No. 201
Only $3.00 Each

No. 201. Frameless Mirror. Six-in. metal base, felted. Rigid 12-in. standard. Flawless plate glass of highest quality, 10 inches in diameter. Any finish.

We also make Counter Mirrors with wood bases to match any store fixtures.

Send for new catalog of mirrors and other fixtures.

The D. J. Heagany Manufacturing Co.
The Original Mail Order Fixture House
1121-23 W. Washington Blvd. CHICAGO

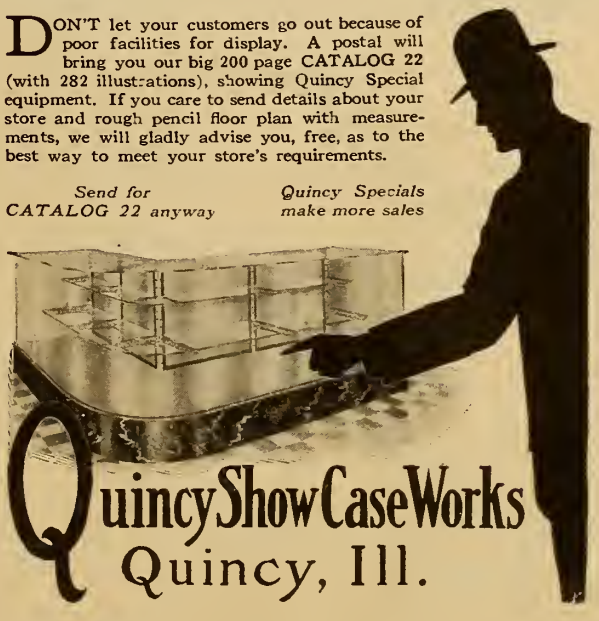
"Just what I want!"

Stores which we have equipped with QUINCY SPECIAL SHOW CASES have developed a lot of brand new "Just what I want" business—from goods they had all along—only customers didn't know it.

DON'T let your customers go out because of poor facilities for display. A postal will bring you our big 200 page CATALOG 22 (with 282 illustrations), showing Quincy Special equipment. If you care to send details about your store and rough pencil floor plan with measurements, we will gladly advise you, free, as to the best way to meet your store's requirements.

Send for CATALOG 22 anyway

Quincy Specials make more sales



Quincy Show Case Works
Quincy, Ill.

Work Done on the Premises Renovating and Repairing

SAM. E. GUMBINNER, WAX FIGURE ARTIST
Oil Colorings—Lasting
I Visit All Sections of the United States Semi-Annually
Write Me
Endorsed by the
Display Managers and Window Trimmers Associations
250 W. 88th Street NEW YORK CITY

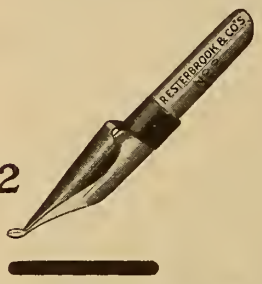


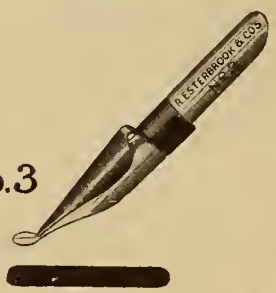
With This Outlit You Can Clean and Retouch Your Own Wax Figures
Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.
Outfit without formula - - $3.00
Outfit including formula - - 5.00
Harrisburg Wax Figure Renovating Co.
Catalog free 335 Crescent Street, Harrisburg, Pa.

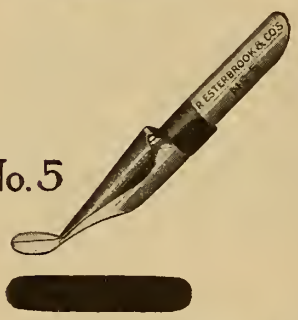
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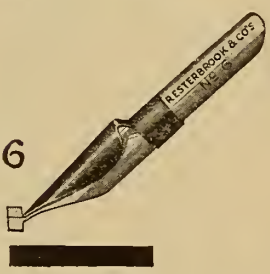
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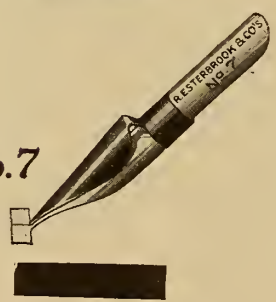
Made in five different sizes. Illustrations show exact sizes of pens and the strokes they make.











All articles on this page fully guaranteed.

All sent prepaid except style No. 813.

Set of five pens, 30¢. Less than set 10¢ each.

STYLE NUMBER 801

Set of five Esterbrook lettering pens and ninety-six gold initial panels in thirty-seven different sizes and designs for 50c.

STYLE NUMBER 44

HESS' FAMOUS GOLD INITIAL PANELS

Splendid assortment of ninety to one hundred blank panels for showcard embellishment for 35c.

Introducing for the first time on this continent

JOSEPH GILLOTT'S NEW LETTERING PENS

Made in Birmingham, England, in one of the world's greatest and best pen factories.

These pens are made in exactly the same sizes as the Soennecken single stroke pen—they are a trifle more limber—a very valuable feature. I commend them to you highly. All sizes, No. 1 to 6, including half sizes.

One gross of one size.....	$1.05,	with 12 ink retainers.....	$1.30
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Six dozen, assorted sizes	.65,	with 12 ink retainers.....	.95
Three dozen, assorted sizes....	.35,	with 6 ink retainers.....	.50
Two dozen, assorted sizes.....	.25,	with 4 ink retainers.....	.35
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British subjects note:—These pens enter all British possessions as a preferential article. You also save the heavy sur-tax now imposed on all goods of German manufacture you buy.

INTRODUCTORY OFFER NUMBER 811

To get you acquainted with Gillott Showcard Pens and my Gold Initial Panels, I will send you twenty-four pens, twelve ink retainers for same and ninety-six panels for 60c.

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Five Esterbrook Lettering Pens, twenty-five Gillott Showcard Pens, twelve ink retainers for same, three Leman Music Pens, three German Music Pens and ninety-six gold panels for $1.00.

STYLE NUMBER 813

DEVOE OPAQUE SHOWCARD COLORS

Black, White, Light Red, Dark Red, Magenta, Maroon, Light Blue, Medium Blue, Dark Blue, Light Green, Medium Green, Dark Green, Gray, Light Yellow, Dark Yellow, Orange, Olive Green, Golden Brown, Mauve, Lavender and Brown.

Colors	Each	Gloss Black	Each
Two oz. jars.....	$0.15	Two oz. jars.....	10c
Half Pint jars.....	.40	Half Pint jars	30c
Pint jars	.75	Pint jars.....	50c
Quart jars	1.40	Quart jars	90c

All orders amounting to less than $1.00 must be accompanied by stamps.

George Wallace Hess

1405 Olive Avenue — Edgewater Station, Chicago



YOUR CHANCE TO LEARN MORE. READ THIS ADVERTISEMENT

Complete Instructions. Illustrated. 39 Subjects.

Ornamental Casting Plaster Paris. Papier Mache modeling. Concrete casting. Making Artificial marble. Casting marble dust. Artificial Onyx. Making rigid and flexible moulds. Casting from life. Plaster Paris show window and interior decorations. Garden furniture. Rich panels for show windows. Composition Sign Ornaments. Relief picture frame molding. Marble flooring. Marble slabs. Marble tiling. Gold leaf gilding. Burnishing. Coloring in Antique finishes. Re modeling and flesh tinting old bust forms. Making wood stains. Transferring illustrations. Renovating wax figures. Full formula and instructions. Supply of materials furnished with large illustrated instruction book. **Price $1.50**

Full Particulars Free. **THE IRABAR COMPANY** **Harrisburg, Penna.**

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WINDOWS and BACKGROUNDS

USE

Silk Plushes, Velours, Felts, Cretonnes, Tapestries and Sunfast Draperies

Write for Samples and Prices

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PAPERS

for Windows and Interiors

Stripes, Squares, Marble, etc.
Velour Paper, Something New
Exact Imitation

Suitable for Spring Decorations

Send for Samples TODAY

Doty & Scrimgeour Sales Co.

74 Duane Street New York City

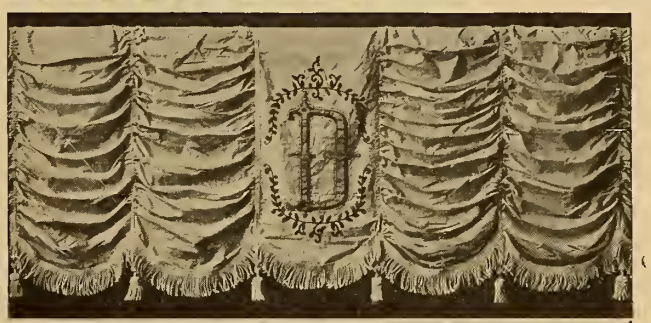
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THE ADVERTISING WORLD

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price $1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio



Show Window Shades
Lambrequins and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us — will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your window trims that final completeness so necessary. Order now.

GET THE GENUINE

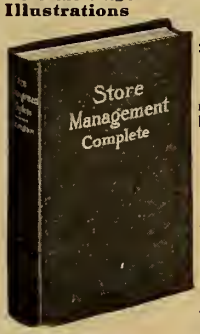
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2411 North Halsted St. Est. 1893 CHICAGO, ILL.

Write today for catalogue showing great variety of styles, designs, and prices.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW

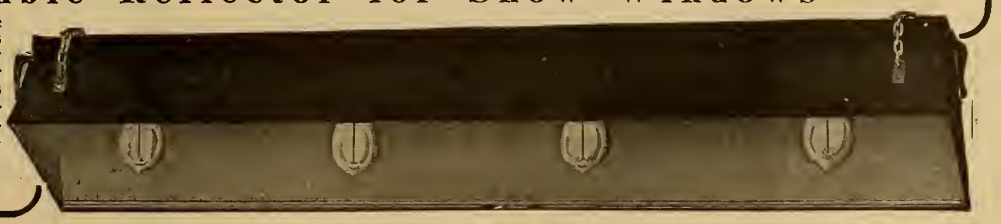
Book Department. **431 So. Dearborn St., CHICAGO**

Adjustable Reflector for Show Windows

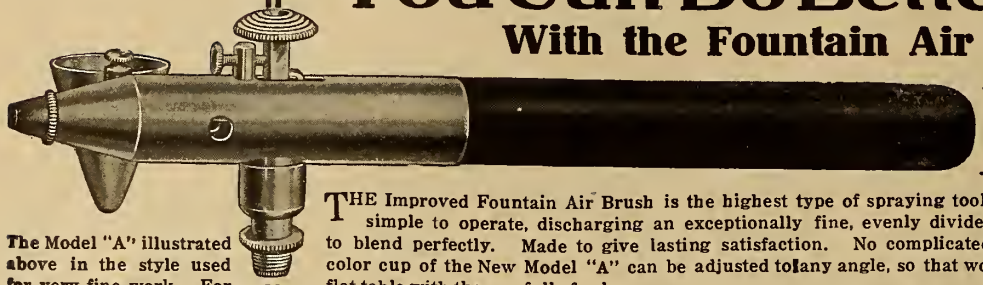
Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.

517 Jackson Boulevard, Chicago



You Can Do Better Work
With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

A Favorite in Winter Time

For All Card Writers' or Sign Makers' Brushes



Use as a Pure White or as a Base for All Your Tint Colorings

"Regular" SNOW WHITE

It seems the cold will not freeze nor effect my product. I have never had a bottle break from the frost. Letters of praise received nearly every day from new customers.

At Dealers Generally

or

Pint size, 16 fluid ounces of average 2 and ¼ pounds actual weight of material for **$1.00**

J. W. JOHNSTON

P. O. Box 578 ROCHESTER, N. Y.

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1916 Folder showing full line at a glance,

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.



Strong Contrasts

Light goods against dark backgrounds—dark goods against light backgrounds.

You can have them if you use Beaver Board. Put in the Beaver Board background you want for contrast or harmony of color—take it out when you change the window.

If it hasn't this trade-mark it isn't Beaver Board

Stored away in small space or easily repainted for the next trim. Write for free booklet, "Beaver Board for Window Trim."

The Beaver Board Companies 546 Beaver Road Buffalo, N. Y.

Branches in principal cities.

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—A window trimmer and advertising man for a woman's ready-to-wear store. A splendid opening for a live wire young man. State salary and where last employed in your first letter. Address J. S. Cohn, Butler, Pa.

POSITION WANTED—Window trimmer—5 years' department store experience in trimming, one year's experience in card writing. Would like to locate with a progressive store with chance for advancement. Address Ed. Belond, 136 30th St., Milwaukee, Wis.

POSITION WANTED—By window trimmer and card writer with seven years' practical experience in large department stores, two years in Chicago. Gild-edge reference. Original ideas. Address Box 266, care Merchants Record and Show Window.

POSITION WANTED—Window trimmer and card writer, employed at present in first class Dep't Store, desires change. Six years' experience. Best of references and samples of work on request. Address Box 264, care Merchants Record and Show Window.

POSITION WANTED—Experienced window trimmer and card writer, interior and exterior decorations; paints own scenic backgrounds; advertising experience. A hustler with references. Address Box 265, care Merchants Record and Show Window.

CARD WRITERS AND SIGN PAINTERS—How much are you making on your cards and signs? Have you always made a legitimate profit? Probably not—make sure for the future—let The Standard Vest-Pocket Estimator do your figuring. Price 25c. Standard Estimator, Exeter, N. H., Dept. K, Box 411.

WANTED—A first-class experienced window draper, interior display man and card writer, with large and medium size city experience. Position now open. Men under 28 years old need not apply. Salary $25.00 to $30.00 per week. Address Kratze Bros., 1200 Ludington St., Escanaba, Mich.

WANTED SALESMAN—Experienced window fixture salesman for the largest and best line of wood fixtures made. Established line; good territory. Good opening for a live wire. Applicant must give FULL PARTICULARS in first letter, stating experience, former employment and references, etc. Address No. 126, care Merchants Record and Show Window.

EVERY MERCHANT SHOULD WRITE FOR FREE OSGOOD SPRING SERVICE SHEETS (CUTS-ILLUSTRATIONS). BEST ASSORTMENT ON THE MARKET. EXCELLENT SIDE LINE FOR SALESMEN. OSGOOD COMPANY, CHICAGO.

SPLENDID LOCATION FOR A DEPARTMENT STORE

now available in a thriving city in the Rich Agricultural Section of Southern Minnesota.

I will make satisfactory lease with responsible parties for my store building which is thoroughly adapted for a department store. The location is right in the heart of the business district.

Write me for full particulars

Henry W. Morgan, Lake City, Minnesota



THE REAL OIL FINISH

Used by Wax Figure Manufacturers can be easily applied without previous experience

Clean Your Own Wax Figures

Bradford's Book of Instructions with outfit of brushes and materials, sent postpaid on receipt of $5.00.

Money Back If Not Satisfied

IRVING L. BRADFORD

235 West Jackson Boulevard, Chicago

Detail description sent on receipt of request

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A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
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The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

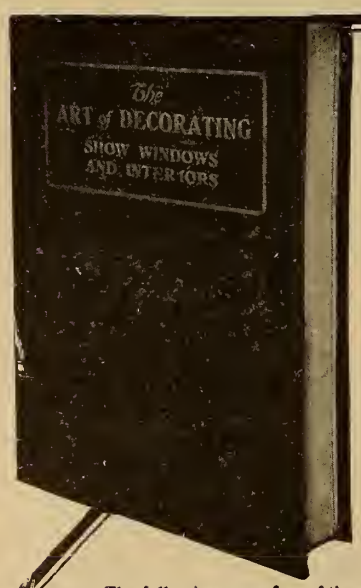
This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of $3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



The ART *of* DECORATING

Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than **one hundred** of the leading window dressers of America.

410 PAGES (7¾ x 10¾)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds or other things in connection with store decoration.

There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experience trimmer as well as the beginner.

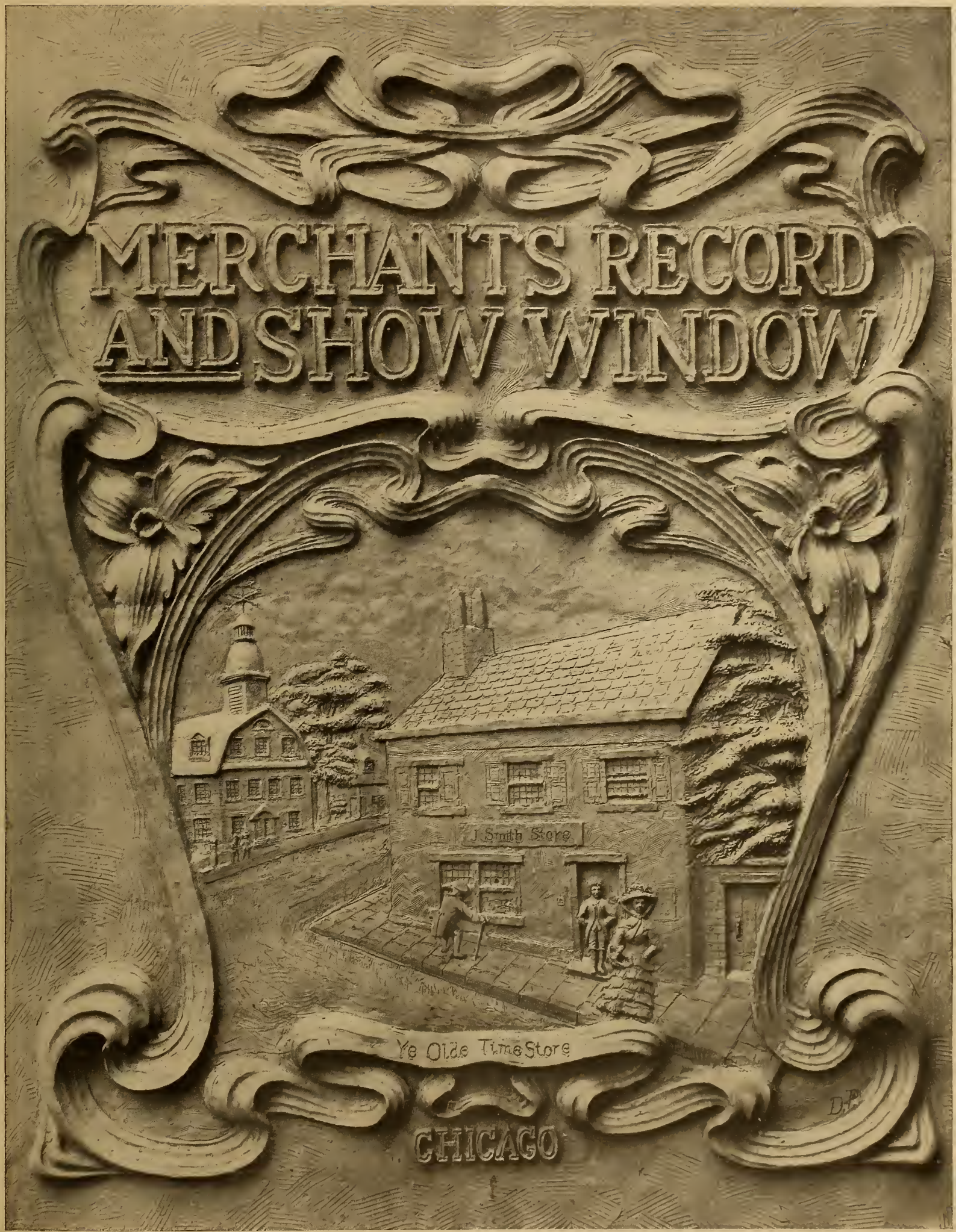
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SPECIAL COMBINATION OFFER For $5.00 (Foreign countries, $6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 431 S. Dearborn Street CHICAGO

Always send Draft or Money Order (not Check) when ordering.

VOL. XXXVIII. APRIL, 1916 No. 4





For Permanent Satisfaction

USE

Norwich Fixtures

Metal Waist Stand No. 2

Standard ¾ inch, 33 inches high, circle at top, ⅝ inch stock, 20 inch diameter revolving on pointed plug top of standard. Base 8 inch, new, flat.

Price $6.00 Each.

Send for our catalog

The Norwich Nickel & Brass Co.

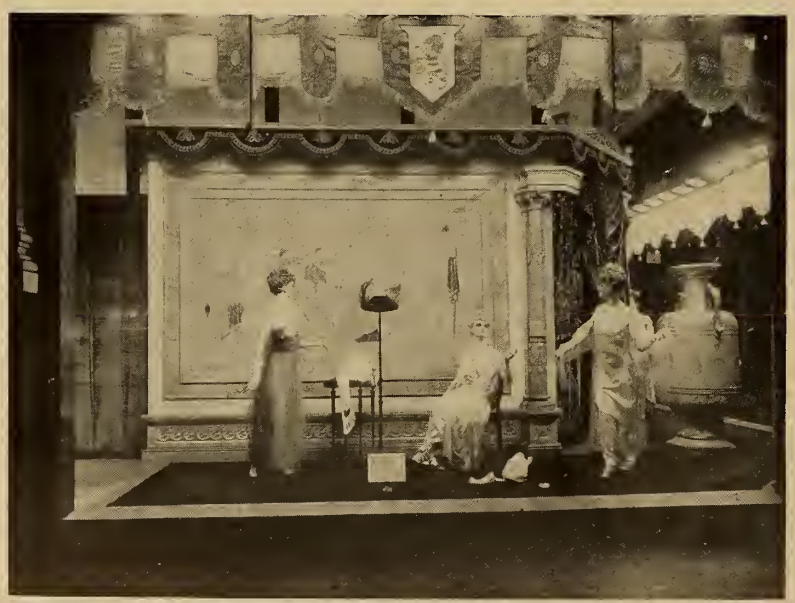
Norwich, Conn.

New York
712 Broadway

Salesrooms

Boston
26 Kingston St.

Well Lighted Windows the Most Economical Form of Advertising



The "Pittsburgh" system gives well lighted windows and is winning every day on efficiency, uniform lighting and economy both of installation and maintenance.

Good Window Lighting Requires Special Study

We plan your entire system and furnish equipment complete ready to install, all wired — examine into this method, its cost is one-third less than the ordinary way.

PITTSBURGH REFLECTOR & ILLUMINATING CO.

3117 Penn Ave. PITTSBURGH, PA.

A Sure Shot

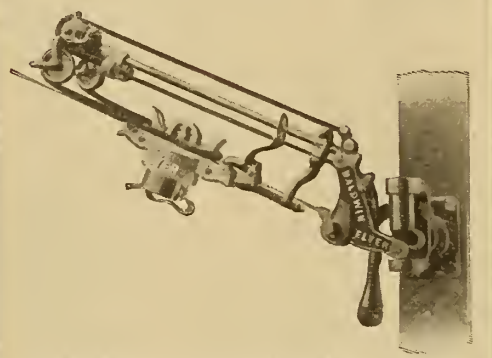
to-day, to-morrow, and every day in the year for the next fifty years. A cash carrier like that would satisfy you, would it not?

Then you must have

because it is absolutely sure of reaching its destination *every time*. A very important item in the busy Store.

THE FLYER climbs the steepest grades, goes around corners, over obstructions, upstairs, downstairs, and **never stops** between stations. Its automatic powerful propulsion device is easiest to operate, and with its light aluminum car **THE FLYER** pleases the most exacting.

The Flyer Cash Carrier



Showing Bracket three inches wide and four inches high secured to Wall Showcase or Shelving

Get All the Cash to the Cashier — Don't spread your cash and charge slips into a lot of money drawers which are **not** responsible. They cannot audit the sales-slips or tell the clerk when a mistake is made. Always have the money counted and sales-slip checked over by two different heads before handing same to the customer. This system is the only real prevention against mistakes. Nothing is gained by having the cash, etc., right under the nose of your customer.

Safety and Accuracy are best obtained by having each sales-slip and money go through two persons' hands, and corrections made while customer is in the store.

Don't be "buncoed" into believing a machine will give absolute safety. Cash Drawers with keys and adding attachments will give sales totals for the day. If the keys are struck correctly. But these (Wonderful?) machines DO NOT PREVENT MISTAKES. They can't, any more than they can make an intelligent sale to your customer.

Baldwin Ball Bearing Cash and Package CARRIERS

are most successful, a product of twenty-five years' experience specializing on Wire Line Carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "Fool Proof." The advantages of BALDWIN Ball Bearing Carriers are many and readily appreciated by those who know. You value the testimony of those who use them—ask us to tell you the names of many busy stores using a BALDWIN FLYER.



No Oil Needed



No more goods damaged from dripping oil

Our Up-shoot and Over-shoot Cash Carriers

operate between floors, and reach the most difficult points in your establishment without expense for power. They are Easy, Noiseless and Speedy in operation.

Write us today—It will pay you

JAMES L. BALDWIN CARRIER CO.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station



Sitting Figure No. 1179

Correct Wax Figures and Forms

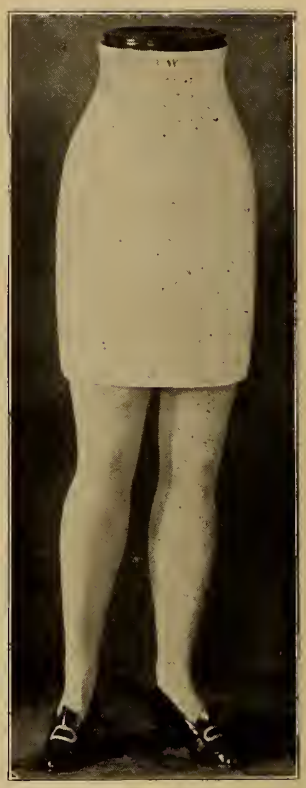
The word "correct" as we use it means everything that the word possibly can imply. In the first place our wax figures, including the faces, and our New Process forms are designed from life with the lines in our forms brought right down to date.

New Process

(Patent Applied For)

Our line of shirtwaist forms, skirt forms, suit forms, and drapery forms are all finished with our positively guaranteed, re-enforced, unbreakable and washable enamel. This process not only strengthens the enamel but also more than doubles the strength of the form. It gives them a perfect egg-shell finish.

Write for complete catalogue

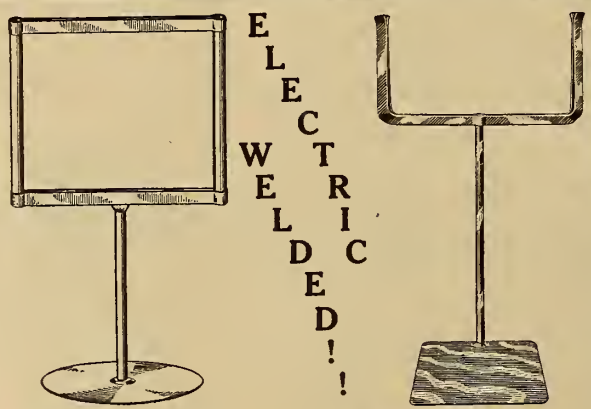


Skirt Form No. 1120

This form is designed to show the new short skirts as they will appear when worn, and is adjustable.

French Wax Figure Company 70 West Water Street MILWAUKEE, WIS.

CHICAGO DISPLAY ROOM, 306 JACKSON BOULEVARD



No. 690—5½x7 Cards $3 25 per Doz.
No. 691—7x11 Cards $6.00 per Doz.
No. 692—11x14 Cards $8.00 per Doz.
Finished in Nickel, Gun Metal or Oxidized. Round or Square Bases

No. 682—$2.00 per Doz.

6, 8, 10 or 12 inch Standards Base, 4x4½—Arms, 7 inch wide

Finished in Gun Metal or Oxidized.

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West 20th St., New York City. We also show our lines of Wire Display Racks, Easels, Garment Drying Forms, Doll Stands and other Wire Specialties.

Write us for our Window Dresser's Supplement!

J. B. Timberlake & Sons

Manufacturers - - JACKSON, MICHIGAN

Window Display Fixtures

For All Lines of Merchandise

¶ The pioneers in the field of practical and attractive wood display fixtures, we invite you to let us outfit you as we have thousands of merchants throughout the country. ¶ With all modern facilities at our command we are prepared to give you efficient service at modest cost.

¶ Ask us to send you FREE our 62-page catalog of illustrations of modern trims which you can easily adapt to your own needs. ¶ Our offices, factory and display rooms are now consolidated.

Polay Fixture Service, Inc.

515-523 No. Halsted Street
Chicago, Illinois



We Offer for Your Attention



Just a Few of the Many Items in the Large Lyons' Line





No. 565—Made of heavy papier-mache, mounted on a 7-inch round base and standard. The yoke is of our fine pink enamel finish covered with white jersey and velveteen belt. An ornamental cap finishes the neck.

Price, complete.....**$4.75**



No. 578—Made of the best papier-mache, finished with the most beautiful flesh colored enamel covering the entire bust, neck and arms. The waist is finished with a white sateen cover and trimmed with a velveteen belt. The form is mounted on a heavy 7-inch square base with a cast sub-base with feet.

Price, complete.....**$8.50**



This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

We make a special hanger for use with this rack which keeps the waist in excellent condition.

Price, No. 949, complete**$6.50**

Special Hangers, per 100 **3.50**

"Attitude Figure"

This new figure is natural and graceful in its pose, there is a ball-and-socket joint at the waist which allows for special posing of the bust. The legs from the knees down are finished in our special flesh colored enamel. The balance of the form is covered with White Jersey, mounted with a three-quarter head and three-quarter wax or papier-mache arms.

Price, as described, including shoes, $50.00

Ask Us About No. 658 Clothing Rack

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier-Mache Forms, Wax Figures, Clothing Cabinets, Clothing Racks, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

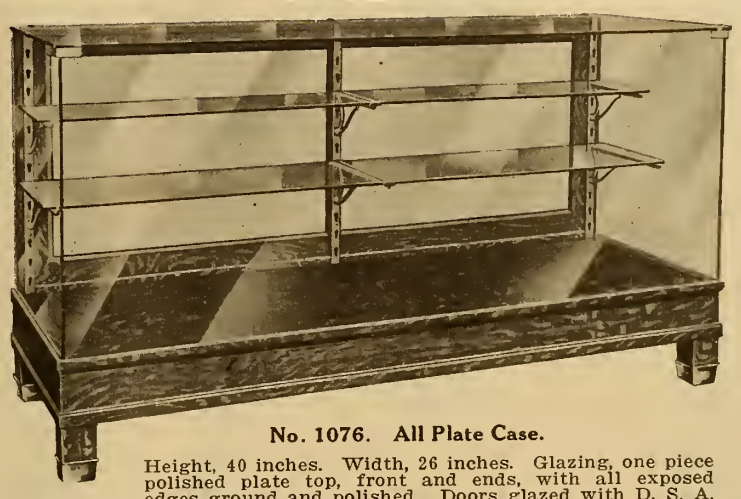
Write for Catalogues and Prices

Hugh Lyons & Co.

802 East South Street, Lansing, Mich.

New York Salesroom
35 W. 32nd Street, near Broadway

Chicago Salesroom
234 S. Franklin St., corner Jackson Blvd.

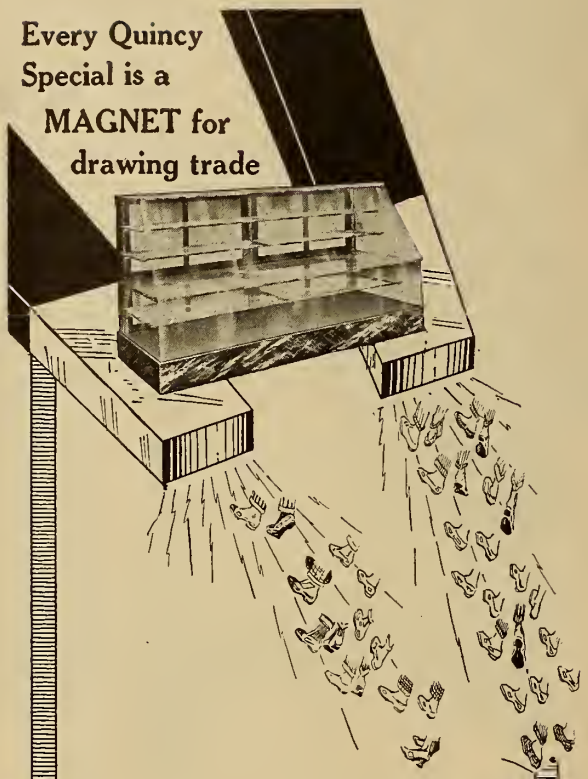


No. 1076. All Plate Case.

Height, 40 inches. Width, 26 inches. Glazing, one piece polished plate top, front and ends, with all exposed edges ground and polished. Doors glazed with D. S. A. glass, and are furnished with recoil springs and rubber bumpers. Floor is paneled and made of same material as outside of case. Legs are 3x3 inches and 6 inches high, provided with brass caps and leveling devices. Interior has two polished plate glass shelves, 10 and 12 inches wide. Material is quarter sawed oak or birch mahogany, finished to suit. Shipped K. D. Weight 75 pounds per foot. Cases, 4-, 5- and 6-foot, have two doors. Longer have four doors.

Price, complete, per foot.....**$11.25**

Have you received your copy of latest issue of "COMPLETE DISPLAY" the beautiful Lyons' magazine?

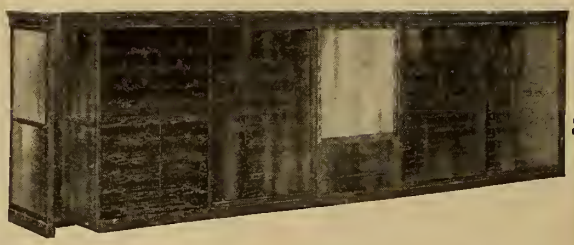


Every Quincy Special is a MAGNET for drawing trade

Send for Catalog 22

It will open your eyes to new possibilities in display

Quincy Show Case Works
Quincy, Ill.



MY OTHER STORE

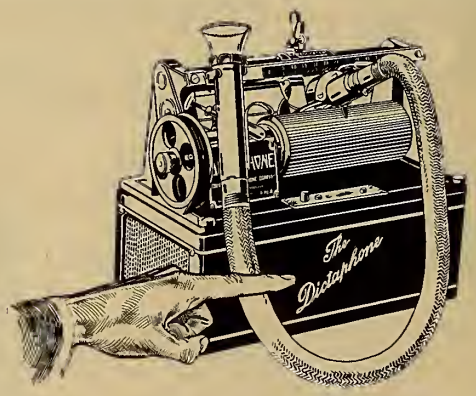
"As my memory serves me, it was January or February 1913. I have since sold hundreds and hundreds of hats out of it, and I want another one like it for my other new store"

One of Our Customers Calling for Another Illinois Hat Wall Cabinet which has many points of patented superiority that increase its efficiency and utility. Their finish and workmanship is unsurpassable.

SEND FOR OUR NEW ILLUSTRATED CATALOG

which gives complete specifications of these wonder cases.

Illinois Show Case Works
1731-1739 North Ashland Ave.
Chicago



It is not *The* Dictaphone unless that word is on it!

And anything else offered you as a Dictaphone is a fraud.
The only Dictaphone is The Dictaphone. Every genuine Dictaphone bears that trade name and it bears also the Dictaphone trade-mark of the "man at the desk."
The trade name "Dictaphone" is registered in the United States Patent Office and is legally applied exclusively to the business graphophone, for dictating and transcribing, made only by the American Graphophone Company and sold through the Columbia Graphophone Company. There is only one Dictaphone made and that is The Dictaphone.
There is a very necessary reason for printing this message here at this time. You possibly may have gotten the idea or impression—either from the intentional or unintentional effort of some interested salesman or other person with an axe to grind and something else to sell—that any dictation machine is a Dictaphone. But we have tried to make clear in this advertisement that there is only one Dictaphone and that one is the dictation and transcribing graphophone made by this company. And it is known as The Dictaphone, legally and exclusively, and it is marked "The Dictaphone," plainly and distinctively and unmistakably.
Let us demonstrate the Dictaphone on your work in your own office. Reach for your telephone and call up the "Dictaphone" and make the appointment. If you don't find that name in the 'phone book, write to

THE DICTAPHONE
(REGISTERED)



Dept. 107-D, Woolworth Building, New York

(Columbia Graphophone Co., Sole Distributors)
Stores in the Principle Cities. Deslers Everywhere

"Your Dsy's Work"—a book we should like to send you



Another "Daylight" Letter that Follows a Luxfer Daylighted Store

While the letter below in itself is a mere incident because we receive quite a number of them, the "Daylight Service" *behind it* is a big factor to the Merchant and to ourselves because it means daylight satisfaction.

This Speaks for Itself

F. Baske of Davenport, Washington writes us:—"The Prisms shipped to me a few weeks ago, arrived here in good order. I have them set now, and can say that they were made exactly to order and are first class, as to looks and *light producing* in the back end of the store, the change is wonderful, and Mr. Schultz (merchant) is highly pleased with the effect; besides the lights are ornamental from inside and outside, and we hear much praise about them."

This letter expresses in spirit and in fact, the great daylight satisfaction that is back of all the 55,000 Luxfer Installations.

Why not have a Daylighted Store with reduced artificial light bills? The saving accomplished by Luxfer will pay for itself in a short time. Let us tell you why and how Luxfer will benefit your store.

AMERICAN Luxfer Prism COMPANY

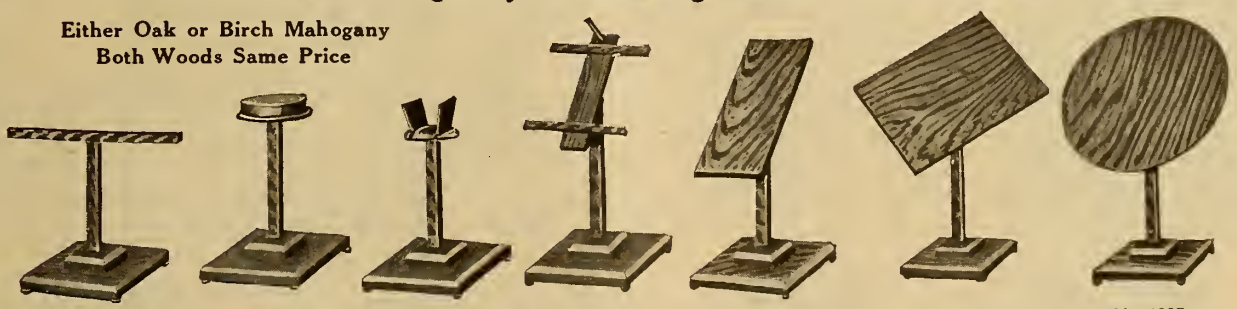
CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 310 W. Michigan St.
ST. PAUL, 365 University Av.
DETROIT, Builders' Exchange.
KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, Stroh Bldg.
NEW YORK, 507 W. Broadway.
NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut St.
ROCHESTER, 38 Exchange St.
INDIANAPOLIS, 20 Union Trust Bldg.
DALLAS, Builders' Exchange.
SAN FRANCISCO, 1202 Hearst Bldg.
LOS ANGELES, 1835 S. Main St.

Window Display Stands for Everybody

ESPECIALLY AT THESE PRICES

Our Standard Quality. Made Right and of Good Finish

Either Oak or Birch Mahogany
Both Woods Same Price



No. 1237 Tee Stand	No. 1217 Collar Stand	No. 1212 Hat Stand	No. 1262 Hat Stand	No. 1227 Box Stand	No. 1252 Shirt Stand	No. 1257 Furn' Stand
$7.50 Doz.	$7.50 Doz.	$7.50 Doz.	$10.00 Doz.	$9.00 Doz.	$13.50 Doz.	$13.50 Doz.

Choice of 8 Different Heights. All Heights Same Price.
F. O. B., CINCINNATI, OHIO

Heights 6"—12"—18"—24"—30"—36' —42"—48 inches

The Oak Stands are finished in either Weathered—Golden or Antique color. Waxed finish.
The Mahogany Stands are finished in a gloss finish.
The Slabs have our patented metal tilting attachment. All stands are made K. D. and put together with metal fastenings. Strong and rigid.

Don't forget to state color of oak finish wanted

THE OSCAR ONKEN CO., No. 3719 Fourth Street CINCINNATI, OHIO

Have You Our No. 89 Catalog?


No. 41A/5

Twelve New Form Creations


No. 51-16/103T


No. 131B

Let us send you the big additions to our Loose Leaf Booklet

The J. Kindlimann Form Co.

419-421 Broome Street New York City


No. 134B

Guaranteed Washable Enamel Dress Forms



Latest productions in Full Enameled Bust Dress Forms. Our forms have an individuality and style that have made them popular with the best stores in the country.

A complete form like cut, with "Buckeye Feet," which permit you to tilt the form at any angle, thus getting perfect poise.

Just Turn the Wheel

Specially priced for this month only

$15.00

A complete line of Window and Interior Display Fixtures of every description, containing many special and exclusive ideas.

Give us a trial, and we will prove that "We Make the Best Only."

Visit our new show room and be convinced.

THE BUCKEYE FIXTURE CO.

1292 W. 4th St. CLEVELAND, O.

"Regular" SNOW WHITE FLUID

"MAKES GOOD" IN CLEVELAND

Sixteen Fluid Ounces — 2¼ lbs. Weight



Stirs Easily In Jar — Always Good

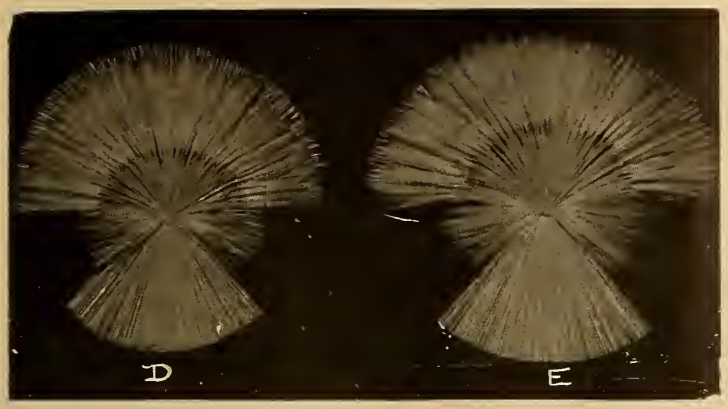
Some of the first class stores of the country are in Cleveland. HIGBEE Bros. and the May Co. are among these. THEY BOTH USE WHITE LETTERS ON BLACK CARDS with Regular "SNOW WHITE."

FOLLOW THE LEADERS!

"Regular" comes One Dollar the Pint, $10 the Dozen At Dealers Generally or Supplied Direct

J. W. JOHNSTON

P. O. Box 578 ROCHESTER, N. Y.



Wheat in stands, like illustration, for your Straw Hat Window make the best and most attractive display.

Stand 15 in. high, each	$0.20
Stand 16 in. high, each	.30
Stand 17¾ in. high, each	.40
Stand 19 in. high, each	.50
Stand 21½ in. high, each	.60

We Deliver 24 Hours After Receipt of Order

No Order Too Large or Too Small

Easter Lillies for Easter



No. 6193
LILY SPRAY
Illustration shows Lily spray with two flowers, one bud and foliage.
Dozen $1.90



No. 330
LILY VINE
Made of 3 very fine sateen lilies, 3 buds and 15 leaves.
Per doz. yards.... $ 2.75
Per gross yards... 27.50



No. 330a
LILY VINE
Four lilies of sateen, 12 fine leaves.
Per doz. yards.... $ 2.00
Per gross yards... 20.00



No. 5211
LILY STALK
30 inch of fine sateen lilies and buds.
Each $0.55
Dozen 5.50
With Papier Mache Pot.
Each $0.65
Dozen 6.50



No. 6191
MUSLIN LILY SPRAY
On an 18-inch stem with two muslin leaves.
Dozen $0.60

Send for Our Two Special Catalogues

L. BAUMANN & CO.

LEADING IMPORTERS AND MANUFACTURERS

357-359 W. Chicago Ave. **CHICAGO**

True to Life Wax Figures



This is a particularly attractive young woman who will lend distinction to any costume with which she may be dressed—bust is extra low for evening gowns.

Great Western Wax Figures have a naturalness and charm that distinguishes them from all others. The faces are the faces of real people. The features are modeled with infinite care to give them human character and lifelike expression that is wonderfully different from the blank, simpering stare of the ordinary wax face.

This is true not only of our finest heads but also of our most inexpensive ones and every one is true to type in modeling and finish.

Our line of wax heads and figures is remarkably complete. The models range from the finest that can be produced to the lowest priced ones that can be depended upon—each model is the best possible value for the price.

If you have never examined Great Western Wax Figures it will be well worth your while to look them over carefully—compare one of our heads with that of any other dealer, note the moulding, the finish, the construction and general appearance—then consider the price. Our entire line of wax has been remodeled and we have no old models in stock.



Here is a handsome, gray haired matron who has been declared by many display men to be the best example of this type ever produced.

We make all kinds of good display fixtures in wood and metal—send for catalog

The Great Western Fixture Works

178 W. Jackson Blvd., Room 616, Medinah Bldg., CHICAGO

Compo Board Window Displays



This Store Uses Compo-Board Every Season

When you think of changing your Window Backgrounds, think of Compo-Board, the two thinks go together in the minds of thousands of Display Men. You can use Compo-Board, too.

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about **Compo-board.** Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDALE AVE., NORTH MINNEAPOLIS, MINNESOTA

Organize a Floral Parade! There's Money in It for You!



Display men in every city should get together and organize a Floral Parade. It will prove a money-maker for merchants and display men alike and the details can easily be handled by a display men's local club or even by individual display men.

All of the details about getting up a floral parade are described in our three books that will be sent to you free for the asking.

How to Organize a Floral Parade

A book of 32 pages that explains fully how to organize and manage a Floral Parade. By following its directions the parade can be made a big success. It tells how to start the movement—how to appoint committees and what their duties are—how to classify cars—how to collect money for prizes—how to award the prizes and every other detail from beginning to end.

Schack's Floral Parade Book

A complete guide and instructor for the parade decorator. 400 beautiful illustrations of the best examples of decorated automobiles and floats that have appeared in Floral Parades in recent years. Most of them are prize winners. The pictures are fine and clear and will serve as a guide to the decorator. All are described.

No other book like this has ever been printed. It shows every kind of decorated vehicle from a big truck to a small pony cart. There are so many good ideas that the decorator can easily find something that will suit him perfectly. The best decorators in the country have contributed their ideas to make this a wonderfully valuable book.



Key to Schack's Floral Parade Book

This booklet gives an approximate estimate of the cost of decorating the 400 autos and floats shown in Schack's Floral Parade Book. It will be found of much practical value as it will enable the decorator to tell at a glance just about what it will cost to decorate a car in any style.

Flowers for Parades

Our wide experience in decorating for parades has taught us just what is needed to give the greatest results for the money. For this work we have a splendid collection of flowers, vines and hundreds of other specialties that make a big showing for a little money. These goods are designed especially for parade decorations and their effectiveness is proved by the hundreds of prizes they have won.

Send for these Free Books Now

Have You Received Your Copy of Schack's Spring Flower Book?

If you have not—send for it at once. It contains hundreds of new ideas that you can use in your windows. Everyone says it is a wonderful book.

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave. CHICAGO

CARTERS FAMOUS GREENS for Easter Displays

EASTER will soon be here and it is a safe bet many of you have not provided yourselves with all you need in my *Famous Southern Greens.*

Re-Sell at a Profit

Don't you realize that at this Easter Season you can sell quantities of Palm Leaves, Palm Crowns and Long Needle Pines. Let me quote you prices as follows:

Long Needle Pines

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen.....$1.25
Per 100..... 7.00
Chamaerop Palm Crowns.....Per doz. 2.00
Chamaerop Palm Leaves.....Per 100 2.50
Sabal Palm Leaves, the large kind.....Per 100 2.50
Gray Moss, per sack of 15 lbs..... 2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft..... 4.00

Laurel Festooning, Heavy Grade, 6c per Yard

Magnolia Foliage

I wonder if you fully realize the beauties of Magnolia, fresh from the woods, as one of the most attractive decoratives ever produced. I have a splendid crop this year, which I offer at the following attractive prices:

Case No. 1 contains 600 sq. ft. Price.....$4.50
Case No. 2 contains 400 sq. ft. Price..... 3.50
Case No. 3 contains 300 sq. ft. Price..... 3.00
Case No. 4 contains 200 sq. ft. Price..... 2.50

Southern Wild Smilax

You all know the beauties of my natural Smilax and how wonderful it is as a decoration. It is put up in same size cases as Magnolia and at the same prices. (See above.)

GEORGE M. CARTER, Evergreen, Alabama



No. M. S.

Spring Decoratives

Rush Orders Promptly Filled

New Spring Catalogue Now Ready Send for It

Illustrating the latest Flower Designs

Low Prices Best Quality
Samples sent Free

Just a few of our large assortment

Morning Glory Vines, 4 Flowers of Sateen, 12 Muslin leaves, per gross, 16.00
Clamatis Vine, 4 Sateen Flowers, 12 Muslin leaves, per gross yds., $16.00
Lilly Vine, 3 Sateen Flowers, 12 Muslin leaves, per gross..... $16.00
Foliage Vines of Muslin, per gross$6.00 up.
Wisteria Vine, 6 leaf Sprays and 2-9 inch Flowers to yd., per gross $20.00
No. M. S. Apple Blossom Vine 12 Muslin leaves, 10 Sateen Apple Blossoms to each yard, per doz.....$ 1.20 per gross.... 11.50
Single Apple Blossoms of Sateen, per gross 32c
Single Apple Leaves of Muslin, per gross 35c
No. M/9. Wisteria Flower, 6 inches long, per gross..... $2.75
No. M/18. Wisteria Flower, 12 inches long, per gross $5.75
Maiden Hair Ferns Natural Preserved, large size, any color, per 100 ..$5.50
Asparagus Ferns Natural Preserved Sprays, 12-15 inches long in green, per 100..... 5.50

Any color desired

J. HARTWIG CO.

26-28-30-32 Pellington Place
BROOKLYN, N. Y.
SHOWROOM
24-26 West 30th Street, N. Y.



Use "Artisto" Valances

and add "CLASS" to your Store Front

They cost no more than the ordinary kind and you are insured against fading and destruction when cleaning.

Send for our Catalogue and prices or send us a layout of your windows and let us show you our idea of an attractive decoration.

Stock Valances by the Yard at Very Low Prices. :: Headquarters for Puff Shades.

The Window Decorative Works

Dept. K — 1258 W. 4th St., CLEVELAND, OHIO.



Upsonized Room for Furniture Exhibitions.

Store Decorators Use Upson Board in a Hundred Ways

FIRST get this straight! Upson Processed Board is not like *ordinary* wall boards. It is more like real *lumber. Looks, feels* and *works* like lumber, but is cheaper and can be used for many more purposes. It is *thoroughly waterproofed* and takes *any kind of paint.*

Besides, Upson Board is the only board made in a complete line of *five* thicknesses, *ten* lengths, and *three* widths up to 64 inches, the widest board in America—another Upson innovation! There's an Upson board to exactly suit every job!

You can use it in your window—for beautiful background panels, display forms, fixtures, plateaus, shelves, flooring, and so on. Inside the store—for handsomely partitioning off model rooms, offices and rest rooms, and as an artistic *permanent* lining for walls and ceilings instead of plaster which always cracks, chips and falls. You can make booths, screens, storage rooms, cabinets, signs,—yes, you'll find it has a hundred different uses.

UPSON-BOARD (PROCESSED)

The Most Dependable Board Made in America

is stronger, stiffer and more woodlike than any other wall board. Because it is made only of long, wiry, *pure* wood fibers—combined and compressed under the Upson formula into remarkably hard, tough panels deservedly called artificial lumber. *Quarter-inch Upson board* is as strong and durable as any wood-core wall board, yet costs less—shows no lath shadows—and is easier to handle and install.

An Upson panel cuts smooth and clean and true—you waste no time as with other boards that gum the saw—or break and crumble under it because they are soft and punky.

Another point of particular interest to you is that Upson board is surface filled—so that one or two coats of paint give it a perfect, lastingly, beautiful finish. Ordinary boards are difficult to paint, especially those containing wax and paraffine, and often require four or five coats beside a priming coat. Upson Processed Board saves trouble and money; when finished, it is the most economical material on the market—besides giving the handsomest effects.

Hundreds of store decorators literally have transformed their store interiors into homes artistic and beautiful, with Upson Board. And, by the constant use of this DEPENDABLE board, they make their window displays many times more effective than they otherwise could be.

Write us, and let us show you how much better you can carry out your artistic ideas with Upson Board, how much time and labor it will save you and how *it will boost your reputation.*

UPSON PROCESSED BOARD

THE UPSON CO. *Fiber Board Authorities* 172 Upson Point, Lockport, N. Y.

LOOK FOR THE BLUE CENTER

STUDY AT HOME



SPECIAL HOME STUDY COURSES *in* ADVERTISING *and* CARD WRITING

Every Store Worker Can Increase His Salary

A clerk cannot hope to get a much larger wage than $15.00 a week.
An Advertising Man can get in the neighborhood of $40.00 a week.
A clerk already has a knowledge of merchandise, and only needs the necessary knowledge of advertising as taught by our extension courses to be able to practically double his salary at once.

Study Advertising While Working in the Store

No time wasted and your income continues. You can apply your lessons to your work in the store if you do the advertising.
A comprehensive short course in Retail Advertising is presented in 52 practical lessons. Every lesson is a clear, concise, understandable treatment of a vital principle in successful advertising copy. The course is divided into three parts, under which the lessons are classified and grouped in logical order. The lessons lead directly, step by step, from analyses of the fundamental principles of advertising to the finished advertisement.

Study Card Writing While Doing the Store's Card Writing

Show card writing is a subject requiring a great deal of practice. With proper instructions and materials with which to work, the student can practice at home, thus saving a great deal in expense and valuable time.
The Koester mail course in Card Writing is taught by an entirely new and improved system of instruction. The Course is the outgrowth of many years' experience in teaching thousands of young men in the art of card writing. The Koester Course is not only the most complete and thorough course of its kind possible to obtain, but it is the simplest and easiest to accomplish.

We have a special booklet explaining these courses—Write for it

THE KOESTER SCHOOL, 215 S. Market St., CHICAGO

Largest and best equipped school of its kind in the world, employing the most experienced Instructors

WELCH LINES OF GRAND RAPIDS Wilmarth



IS YOUR STORE IN THE SPOTLIGHT?

Is it the most talked of—consequently the best advertised—store in your city or section? You'd like that distinction, of course. Advertising costs good money—but it is necessary in these days. You secure valuable advertising, the most profitable kind of advertising, without direct expense, when you install the Welch-Wilmarth System of Store Equipment.

It is the **best** system, the most **efficient** system, the most **modern** system, the most **practical** system. It is unsurpassed in mechanical design, construction and finish. It makes for economy in merchandising, in rental costs, in eliminating damaged goods—and increases sales by adequate, attractive **display of the goods.**

If your stock is well selected and well bought, the Welch-Wilmarth System of Store Equipment **will sell it for you.**

A women's apparel department, recently equipped by the Welch-Wilmarth Lines, was **the talk of the town** when formally opened. That was mighty good advertising. **And**—note the result—in the first month the sales in this department exceeded the corresponding month of the previous year **more than the total cost of the new equipment.**

Eventually you will remodel and modernize your store. If cost is a substantial consideration, **right now** is the time to get figures. Our Designing Depatrment will help you plan scientifically and practically—and without obligation on your part.

The Welch-Wilmarth Lines of Grand Rapids

Welch Manufacturing Co. — 7 Lyon St.

Wilmarth Show Case Co. — 1524 Jefferson Ave.

GRAND RAPIDS, MICH.

WELCH-WILMARTH SHOW ROOMS: Chicago, 233 W. Jackson Blvd.; New York, 20 W. 30th St.; Boston, 21 Columbia St.; St. Louis, 1118 Washington Ave.; Minneapolis, 21-23 N. Third St.; Pittsburgh, House Bldg.; Des Moines, 402 Court Ave.; Helena, Mont., 106 Grand St.; Roanoke, Va., 212-214 Terry Bldg. For catalogs, address general offices, Grand Rapids. Free on request.

MERCHANTS RECORD AND SHOW WINDOW

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THE ORIGIN OF WINDOW DISPLAY

HOW IT STARTED AND WAS DEVELOPED THROUGH SLOW STAGES OF EVOLUTION—THE DISPLAY MAN NOW TAKES THE PLACE OF THE BARKER WHO STOOD BEFORE THE DOOR

VARIOUS WRITERS have undertaken in a more or less general way to trace the development of window display from its beginning up to the present time. Owing to the fact that there is but little available data on this subject, most of the writers have based their views upon conjecture rather than upon definite information. However there are various scraps of historical evidence pertaining to ancient stores and their crude methods of showing their wares. For example a writer in the New York American has found that the real beginning of the show window followed shortly after the great London fire in 1666. He states that at that time many stores were being rebuilt and the fronts were generally improved to make better display possible. It is also known that some of the shops of Pompeii shortly after the beginning of the Christian era had fronts designed for the display of their wares. Unquestionably the progress of window display was exceedingly slow until within the last fifty years and it has developed more within the past twenty years than in all previous time.

If it had not been for the inventiveness and taste of the merchants of the 17th century we still would not dare to visit stores save at the peril of our lives. The window display was the only means whereby rival merchants could be restrained from seizing would-be customers and dragging them into their shops by force.

With the growth of commerce in England, France and Holland after the decline of the days of chivalry, competition grew keen. It was the first time in the history of the world that those who were not born noble had an opportunity to rise to a position of ease and comfort, and there was a rush to take advantage of it.

As streets of shops developed they clustered together, even as similar businesses do in a modern city. It was an advantage to a buyer to have all the goldsmiths' shops together, for he could see a wide variety of stock. But at the same time it constituted an actual danger to life and limb.

The apprentices standing at the door and yelling, "What d'ye lack?" at the top of their voices, would not hesitate to pounce upon any one who looked interestedly at the shop and drag him in by main force. Should the unwary pedestrian also cast a roving eye in the direction of a rival store, clubs and even knives would be drawn and the rivals for business would bring matters to a bloody issue. Quite often in the fight the customer might get hurt.

Regulations to try and keep these apprentices in order were frequently passed during the 18th century. First, the apprentices were forbidden to wear knives. Then there were laws made which made it a crime to cry "Clubs" in the street, since this was the signal for a free-for-all fight among apprentices. Then it was forbidden an apprentice to grasp hold of any person on the street.

At last, though with a great deal of trouble, the better class merchants were able to get rid of the necessity of a "barker" on the outside shouting their wares and began to depend upon the skill of the window dresser.

Since the earliest times a natural display of wares existed. The booth at a fair is as old as the history of commerce itself. But it was in no sense window dressing. The articles to be sold were displayed. As the temporary fair passed into the more or less permanent bazar the booth became better built. Still it remained a booth.

The oldest shop in existence is one of a group of three at Pompeii, that marvelous Roman city which was buried under ashes and lava in an eruption of

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Plate No. 9326—A Spring Setting by Walter E. Zemitzsch for the Famous & Barr Co., St. Louis, Mo.

This was one of a series of six windows all decorated in variations of modern art styles. The colors in this setting were nile-green and ivory with a few touches of dark green. In the background were two conventional trees placed close against the background. This photograph does not do the display justice.

Mt. Vesuvius in A. D. 79. There, during the last century, excavators have dug out the old city, bit by bit. They have revealed the life of Pompeii, its theatres, its baths, its temples and its shops. The public bakehouse was in excellent preservation, and a shop for provisions, an apothecary's shop and several wine shops were laid bare.

The Pompeiian shop in the House of the Faun would now be called a delicatessen shop. A large basket of fruit and vegetables for salads is displayed outside the door on the one side; a box of fish on the other.

Salted fish are hanging from wreaths that entwine the top of the open window, and on the walls hang dried peppers, garlic and herbs for spices. There is a fire behind the counter and the Pompeiian



Plate No. 9327—A Display of Spring Ginghams by H. H. Holbrook for L. B. Van Wagenon Co., Kingston, N. Y.

This is a very pleasing setting, although it is a very businesslike display. Most of the merchandise was shown in bolts, some of which were open, while others were intact. In the middle of the foreground was a cleverly draped figure showing how a gown would appear made of one of the patterns. An abundance of snowballs were used throughout the display. This illustrates how much a few flowers add to the appearance of even a stocky display.



Plate No. 9328—One of a Series of Spring Settings by Walter E. Zemitzsch for the Famous & Barr Co., St. Louis, Mo.

This illustration shows one of a series of six Egyptian settings that were used for an opening display of the 1916 season. Light and dark grays were used in this setting. The background was composed of a running design, which will be understood from the picture. Three drapes appeared in this window in which ribbons were used cleverly to add tone to the materials. Wistaria vines covered the background.

substitute for the "hot dog" (whatever it may have been) could be obtained there.

The architecture of the store is interesting, and the remains of many houses built along this ground plan show that Pompeii was a busy little town. A marble-slabbed counter, flush with the wall of the house, extended two-thirds of the way along the front. The other third was an opening reached by a step. Stairs on the inside led to an upper story with a balcony. Behind the large front room, which was the shop, were two smaller living rooms.

In a most interesting old French print there is shown a street of shops in Lyons. Most of these are exactly the same as the Pompeii shop, with a counter flush with the wall, an entrance to the right-hand side and stairs within. At the same time this



Plate No. 9329—A Spring Display by H. H. Tarrasch for Lazarus & Co., Columbus, Ohio.

This was a window of blue novelty taffetas. The central figure was draped without cutting the material. At the middle was a representation of a door from which the figure was presumed to be emerging. The high drape at each end of the window is unusual. Rambler roses finished the effect of this display.

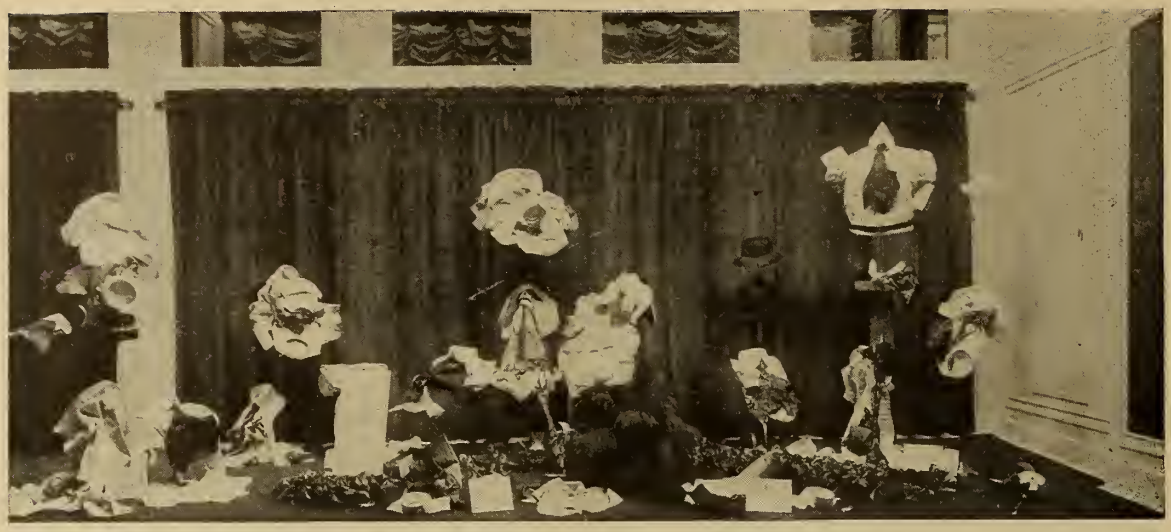


Plate No. 9330—A Display of Haberdashery by Harry H. Heim for the Marston Co., San Diego, Cal.

This is a highly artistic display of shirts, cravats, etc. The background was covered with gold plush and on the floor was a golden carpet a little darker than the background. A rose plush was used on the floor and a large flower box filled with ferns was placed on the floor a little to one side of the middle. Five groups of shirts and scarfs were used, each group being of a different price, which was indicated by a card. This setting demonstrated considerable selling force.

street shows a new departure. There is shown in it the first store awning pictured, or, at all events, the only early picture existing of a 15th-century store awning.

The Great Fire of 1666 in London marks an epoch in the history of window dressing. Glass was being generally used for dwellings, but it was so costly, and in small leaded diamond panes it was so obscuring that it did not give a good shop window. Accordingly the owners of shops had built out stands into the streets, frequently taking up as much as half the footpath. After the fire Sir Christopher Wren, the great architect of St. Paul's Cathedral, who undertook the oversight of the rebuilding of London, passed a law that these boards should be hinged and not more than 11 inches wide.

Next year, 1667, a law was passed requiring all shopkeepers to build overhanging roofs, extending at least one-half way over the sidewalk, for protection of pedestrians when it rained. In 1670 a law



Plate No. 9331—A Display of Summer Suits by Tom Allan for the Phelps Dodge Mercantile Co., Douglas, Ariz.

This display of linen suits and summer hats was 17 feet long by 7 feet 6 inches deep. In the middle of the back was a small scenic panel finished in air brush work. It was ornamented by a lattice covered with almond blossom sprays. The column at each end was decorated with sweet peas. On the floor at the left was a fashion drawing.



Plate No. 9332—A Clothing Display by Tom Allan for the Phelps Dodge Mercantile Co., Douglas, Ariz.

This display was put in for the purpose of emphasizing one brand of clothing. The background was in a tan and brown with yellow chrysanthemums and poppies. In the middle was a scenic panel made from wall paper. It was outlined with a relief border. At either side was a tall column in front of each of which was an ornamental shade with a long fringe. A number of colored posters supplied by the manufacturer were used in this display.

was passed giving privilege to all poor persons to sleep on the boards of these stores, under the overhanging roof. The bed was cold and hard, but at least it was dry. Eleven inches, however, is a narrow bed, and after a good deal of persuasion the law was modified to 20 inches, so that the beggars might sleep without rolling off.

With the development of the glass industry, and the ability to make large sheets of glass, window dressing really began, because fabrics which make a good display could be put in the window without the fear of being ruined by rain and dust. The "bulk shop," with its open wooden shelving, gave way to the window dressing of today.

Thus the start was made with small, many paned windows and, as time passed, the panes grew larger and larger until today when a single plate of window glass twenty feet long is not uncommon.

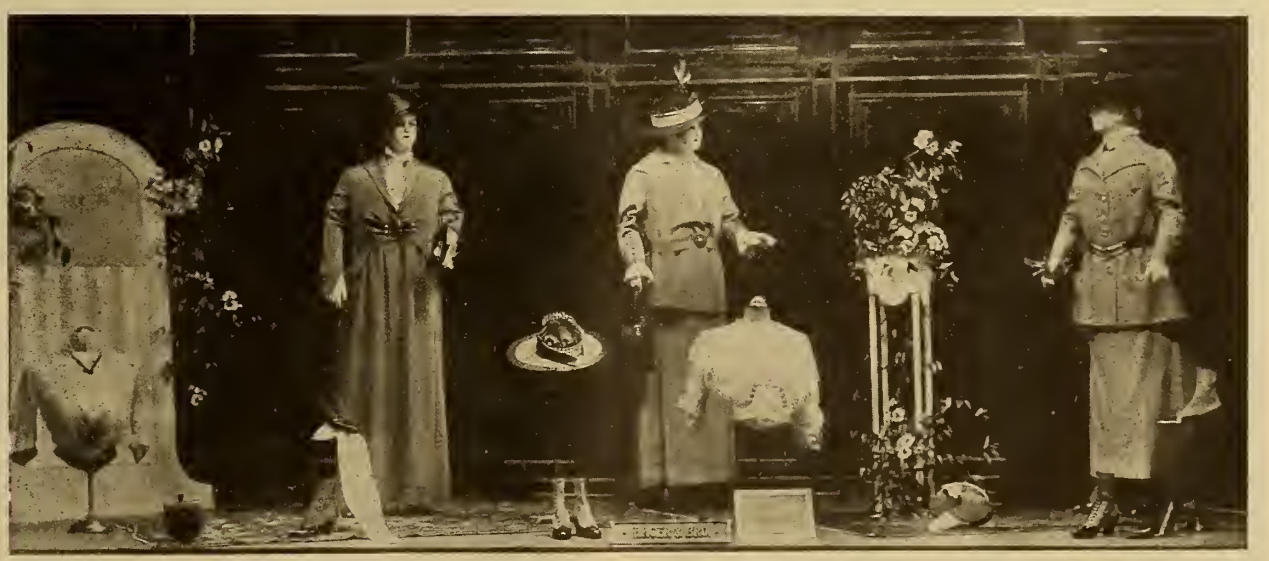


Plate No. 9333—A Spring Fashion Display by P. H. Deitrich for Hager & Bro., Lancaster, Pa.

Only two small decorative features were used in this window. At the left was a screen made of composition board and finished with gold and white wall paper. At the top was a little lithographed scene in a semi-circular panel. The frame of the screen was in light green trimmed with apple blossoms and smilax. At the other end of the window was a small floral unit and finished in light green and apple blossoms and smilax used to decorate it.

A BEAUTIFUL DISPLAY

AN ITALIAN GARDEN SHOWN THROUGH A SERIES OF TWELVE WINDOWS OF THE STORE OF McCREERY & COMPANY OF PITTSBURGH PRODUCES A REMARKABLY FINE SETTING

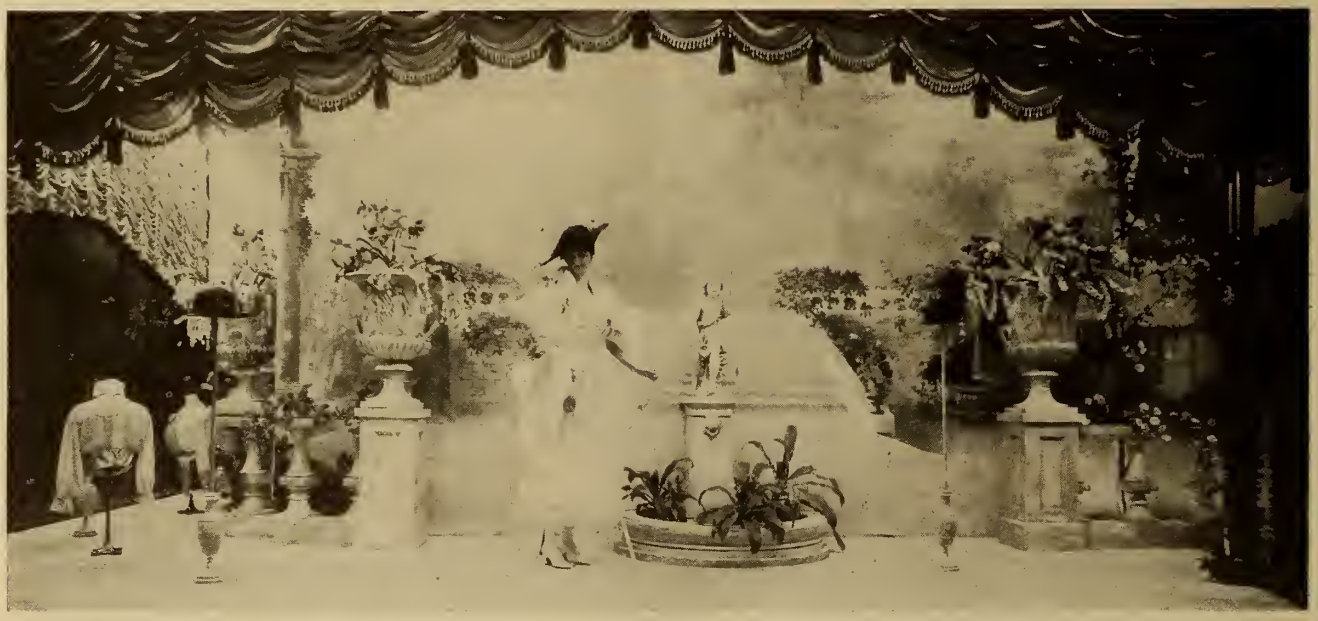
REMARKABLY effective was the spring display designed and installed for McCreery & Company of Pittsburgh by C. A. Vosberg, display manager for this big establishment. The twelve large windows of this store were used for what was practically a continuous display called "Twelve Hours in an Italian Garden." The beautiful scenic backgrounds were richly painted in oil colors representing a continuous stretch of Italian landscape and affording glimpses of villas, trees, fountains, statuary, vistas of rich foliage and the horizon.

The settings used in the windows consisted of balustrades, benches, fountains, urns and other architectural details that harmonized perfectly with the painted details of the background. Indeed, the coloring and general style of the backgrounds and the set pieces in the windows were so similar in general appearance that the background appeared as an actual continuation of the foreground. As will be noted in the various illustrations we have reproduced all of the windows were different in many ways yet there was a general similarity that ran through the series.



THE FOUNTAIN USED REAL WATER.

The floors were laid uniformly in blocks of imitation stone and the carved urns, balustrades, garden benches, etc., were in an excellent imitation of marble. An abundance of flowers and rich foliage in each of the windows helped much to enhance the beauty of these sightly settings. By means of a subtle play of light and coloring a different hour of the day was denoted in each window. In the first three windows of the series were shown the roseate glow of the breaking dawn and early morning. In these windows were shown millinery, blouses, slippers and parasols. The brilliant radiance of midday filled the next three windows which contained among other fashionable apparel, a toilette of turquoise taffeta suggesting in general effect a shepherdess in the style of Watteau. There was also shown lingerie of embroidered silk and net. In the foreground of one of the midday windows was a real fountain spraying water into a basin that was surrounded by potted plants.



ONE OF THE MID-DAY WINDOWS SHOWING WATTEAU FIGURE.



THIS WAS A SUNSET EFFECT.

The rich, mellow light suggesting the approaching sunset was evident in the next three windows and the background showed the glow of the dim, fading sun as it reaches the horizon. A spraying fountain was also in evidence in the sunset window. The last three windows indicated twilight and nightfall in the garden. The effect was obtained by the silvery moonlight shining upon the dim and mysterious buildings and landscape painted in grayish blue. In these three windows were shown dancing frocks and wraps appropriate to evening wear. The realism of these windows does not appear in the photographs as it did in the windows themselves. This is owing to the fact that so much depended upon the delicate gradations of coloring and the ingeniously contrived lighting effects. The flowers used throughout these windows were of a number of varieties all of them suggestive of the spring season. They were arranged naturally, most of them spreading out of urns or vases. In settings of the type shown here flowers are of the greatest importance as they serve to enhance the garden effect and help to connect the painted background with the



A NIGHT EFFECT.



NOTE HARMONY OF SETTING AND PAINTING.

decorations shown in the window. They also add much of color and brightness and add materially to the tone of the merchandise shown.

These displays must indicate to every merchant and display man the paramount importance of the wax figure as a factor in important displays of costumes of this character. Without excellent wax figures, the entire effect of these handsome settings would have been lost. The handsome faces of these models are surely a wonderful improvement over the headless and footless forms that were seen in windows of some of the foremost stores only a few years ago.



THIS WAS ONE OF MR. VOSBERG'S AFTERNOON EFFECTS.

THE BEST FRIEND of the mail order house is the dirt road. It is during muddy seasons, when the farmer is marooned by almost impassable thoroughfares, that he pores of the seductive big catalog. It's easier to make up an order for the R. F. D. and get the goods from a distant city by parcel post than it is to get to his own town a few miles distant. There's no better investment than money put into good roads.

SILHOUETTE DECORATIONS

ELLIS HANSEN PRODUCES SOME WONDERFULLY EFFECTIVE BLACK AND WHITE WINDOW SETTINGS FOR THE WURLITZER MUSIC STORE OF CHICAGO—AN OLD FRESCO REPRODUCED

MANY years ago an eccentric German artist was exiled from his native land as a result of his altogether unusual and peculiar theories as to morals and religion. His name was, or rather is, for he still lives, a very old man—Karl William Diefenbach. Driven from the land of his birth, Diefenbach settled on the quaint little island Capri, at the entrance to the Bay of Naples, and there he has lived since. It appears that Diefenbach's ideas of art, in the main, have proved quite as wild and woolly as his theological and ethical views. Practically all of his work has been extremely weird and uncomprehensible—with the shining exception of one fresco that has conferred undying fame upon the artist.

On a rough garden wall he painted in black silhouette on a pale ivory tint an imperishable allegory of the joys of childhood. It is a wonderful painting showing a multitude of marvelously graceful childish figures intermingled with animals of many kinds. The rollicking spirit of youthful happiness and activity has been drawn with wonderful poetic fancy and the fresco has been reproduced many times.

It was this remarkable painting that gave Ellis Hansen the inspiration for the spring window of the Rudolph Wurlitzer Company of Chicago. He has cleverly adapted the Diefenbach fresco as a frieze for his three windows and with the rest of the decorations in perfect keeping, the entire effect proved not only highly artistic but so interesting that the windows have attracted continuous crowds since they have been on exhibition. The photographs do not do the decorations justice as the silhouettes were intensely black and stood out in very strong relief whereas they show gray in these pictures.



NOTE THE DANCING FIGURES BELOW.

The figures in silhouette were cut with considerable care from black velvet paper and applied to the background by means of little dabs of paste which permit the edges of the figures to stand out slightly from the light background. This method of applying them produces a much better effect than if the figures were pasted tightly down. The illustrations on the show cards were also in silhouette and all of the decorations were plain black and white.

In each of the two larger windows were two flower stands built on simple straight lines but larger and higher than is customary for such stands. These were for the support of the three longitudinal panels that composed the frieze. The flower stands were decorated with palms and pink rose sprays with profuse foliage. The instruments on display



ALL OF THE DECORATIONS AND INSTRUMENTS WERE BLACK AND WHITE.



ANOTHER ONE OF MR. HANSEN'S NOTABLE DISPLAYS.

were all black and white, two violins being finished especially for these windows. They were stained black, varnished and fitted with white strings, tail pieces, bridges and keys. Incidentally, an order was received for nine instruments in this same finish to be used in a vaudeville orchestra. In one of the windows were shown eleven Victor vocal records with white rings for labels. With each record, in a black oval frame was shown a profile portrait of the singer in silhouette. These also were cut from black velvet paper and made a rich and quite unusual effect. In the middle of the floor of this window was a platform about four inches high. It was finished in flat white and was ornamented by narrow relief molding in plain black. On top of this platform were square boards covered with black velvet paper and arranged in checker board effect.

In the two other windows player pianos were shown. In the foreground on the floor, the rolls of music were spread out fanlike. In front of each piece of perforated music there was a fanshaped show card with the name of the composition. Surmounting each of these were little silhouettes showing figures dancing the modern steps. The patterns for these were taken from illustrations in a recent magazine. They too were made of black velvet paper.

At the sides of each of these windows, close to the front was a tall panel made of plain black and white striped wallpaper. The panels were framed with narrow black relief molding. At the top of each of these was a section of the Diefenbach frieze. Below were rather large black and white show cards decorated with silhouette illustrations. In the small window the flower stands were omitted because of the limited space. Otherwise this window was practically the same as the others.

Below each of the panels of the frieze was a musical term suggested more or less by the action of the figures. For example, under one group of children playing was "Scherzo," the musical term for play. While this design is especially adapted to the windows of a music store, it could be used with appropriateness by any other store. The figures are cut from the velvet paper partly with scissors and partly with a sharp knife. They are quite small, being not much more than six inches in height on the average. This may seem too small for the decoration of a big window but that is not the case as the figures are so perfectly drawn and the lines so sharp that a larger figure is not necessary and would probably detract from the daintiness of the effect.

The decorative novelty of this design as used in these windows may be measured to some extent by the fact that Mr. Hansen received a number of orders from wealthy house owners for reproductions of the entire frieze cut from black velvet paper, to be used for room decoration.

NEWNESS is frequently a much better argument than mere price. This is particulary true at the beginning of a season when people are especially interested in the latest fashions. If some advertisers would devote more space and big type to telling about the newness and authenticity of their syles and less to "bargains," they would get far better results.



Plate No. 9334—A Spring Display by Walter E. Zemitzsch, for the Famous & Barr Co., St. Louis, Mo.

Here is an exceptionally attractive setting for a spring window. The panel design at either side was made of composition board and will be understood readily from the picture. The background was a new art design in pastel shades showing trees and landscape vaguely. At either side was a mass of roses and foliage. The colors of this display were yellow and dark green. The merchandise arrangement needs no explanation.



Plate No. 9335—A Bridal Display by R. A. Young for Rorabaugh-Brown Dry Goods Co., Oklahoma City, Okla.

The floor covering of this setting was black felt. The fixtures were white as was also the lattice work. The latter was trimmed profusely with southern wild smilax. The bridesmaid was dressed in white with touches of pink and with parasol and hat to match. It was difficult to obtain a good photograph of this display owing to the fact that it is a lobby window. At the top of the background may be seen a frieze showing a landscape.



Plate No. 9336—A Display of Summer Furniture by Harry H. Heim for the Marston Co., San Diego, Calif.

This window was designed to represent a California summer bedroom finished with rich furniture and brass bed. The color scheme was lavender, the rug being a beautiful design in lavender and the walls were also covered with cretonne in the same tint. A false window was constructed in the middle of the background. At one side was a wax figure seated on a couch. She wore a lavender dressing gown to correspond with the remainder of the setting. The table was covered with a variety of toilet articles, etc.



Plate No. 9337—A Display of Shoes by W. P. Harre for A. Harris Co., Dallas, Texas.

This is a setting of unusual richness and was well calculated to show off the high-class shoes. At each side near the background was a pedestal upon which was mounted a bronze figure of Egyptian design. Wistaria vines were draped over the pedestals. The background and floor were of purple velour. Various pieces of advertising furnished by the manufacturer were used to good advantage.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

WHEN any new article is introduced to the public there is always a wide range of instruction given as to its use, and in many instances the suggestions given conflict.

It is so with the ball point pens and in offering the suggestions here given it is not my intention to tread upon the pet hobbies of any one, but to give, instead some little hints that may or may not prove valuable.

The first theory that I desire to take issue with in the handling of these pens is in the making of curved letters. Let us take for example the letter "S." In alphabets issued in this country this letter is shown made in three distinct strokes as in pen lettering. Now there is absolutely no reason why this letter should not be made without lifting the pen and upon referring to old German copy books dealing with lettering of this type, I find the instructors over there also advise the same method, and there are a dozen devices in Germany used for the past decade in making these types of letters.

In handling the ball pens I would advise you to ignore the "brush stroke" method and to carry every curved stroke from beginning to end without lifting the pen. Two exceptions will I make in their entirety —they are in making the letter "O" and the figure "9." In making an "O," which is nearly circular, I believe the worker will find he can make a truer circle by swinging the left side about two-thirds of the circle and then overlapping with about a half circle right swing. Yet in the face of this exception would I say that I find myself swinging circular "O's" with one swing half the time and in elliptical shaped "O's" all the time.

Neither does this exception cover the figure "8," as each ellipse forming this figure is swung without raising the pen, nor does the exception to figure "9" apply to the figure "6," which is the reverse of the nine.

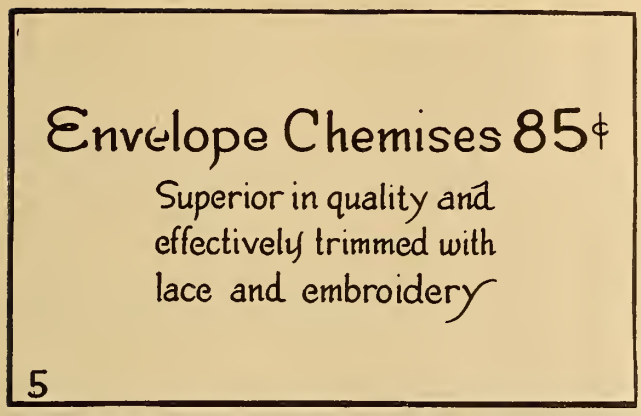
The reason for this exception lies here. In making the "6" you swing down and to the left and as you complete the loop you have a target to shoot at—the left curve to stop at. In making the "9" you begin at really the end of the loop in the center and as you swing around to complete the full length curved stroke you are most likely to find you began over to the right too far, in which case your strokes will cross, or that you began too far to the left, in which case you will have an open space or "daylight."

In the same manner let us analyze the letters "b" and "p." Here we make the perpendicular strokes first and we have a determined point to begin and end at. Now let us take two letters just the opposite in formation, the letters "d" and "q" and we will also include the style "g" in the word "rug" in illustration.

In all three we find the curved stroke is made first and made perfectly it would be a letter "c," with the ends in perfect alignment—a hard thing to do, yet not at all impossible.

But as it is difficult there is a desire to partly in-







clude it in the exception as applied to figure "9," especially where either of the three letters are used else than the first letter of a word. Where "d" or "q" is used as the first letter of a word the straight stroke can be made first and the "c" stroke carried easily to completion without raising the pen. Even in making my lower case "e" I make the whole letter without raising the pen.

Eliminating all overlapped strokes as far as possible makes for smoother and better lettering and I am sure if you will make a few hundred "C's" and "S's" that you will find it not as difficult as you think. You will, however, unconsciously lapse into the lapped brush stroke method for a while.

The "tick" stroke on the caps "H" and "P" on card No. 2 are always struck down. The little "kicks" on lower case letters are struck invariably upwards except in a case like the "v." Here, however, the pen is never raised. Example: In making an "l" or "i" begin at the top—strike up with the "kick," then without raising pen pull straight down, to base, then again without raising pen put on the final "kick."

Your attention is also called to the swash strokes on the letter "k" in words "pranks" and "knickers" on card No. 3, also on "d" in underprice in card No. 2. Here the pen is leaving the paper with "a fly" and the result obtained depends upon the skill of the operator.

As a study in arrangement let us take card No. 1. Some workers will taboo a T-square. As a matter of fact no man capable of earning ten dollars a week as cardwriter would say that in these days of registered stencils, columnar work as on this card and a vast variety of other particular work that a "T" square is a useless tool.

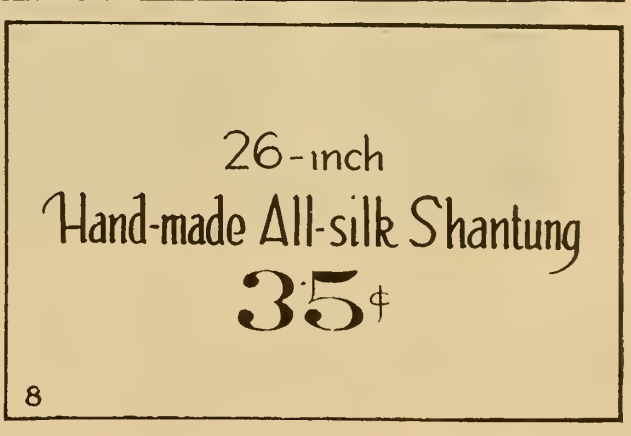
Note how on this particular figures, ditto marks and cent marks are perfectly aligned—an easy matter to do this quickly by T square or parallel rule and it is worth it—slovenly by most other haphazard ways. Card No. 2 shows the word "greatly" spaced out to conform with the word below it. Notice how the pen is let fly on dash above "g" so as to get a slightly pointed effect instead of a thick clumsy stroke.

Card No. 3 shows a simple arrangement. The editorial done with a small pen is in contrast with rest of card. Compare this little talk with the matter on cards Nos. 4 and 5, particularly the former. On the chemise card the descriptive sentence is paged out exceedingly well and the same may be said of card No. 4 only slant lettering does not lend itself so well to the paging process.

Now in card No. 3 if we had made the last half of the sentence read "the kind that will stand the rough battles of schoolday pranks" it would have spaced out so school would come on last line, doing away with the use of the hyphen and giving a better layout.

Avoid hyphens if you possibly can—in arrangement remember that in many cases by the use of a synomym or a different noun you can change your copy without changing the meaning and give yourself a better layout plan. For example: The words, tie, scarf, scarves, cravat and neckwear all mean the same and the beginner or even skilled worker who has not indicated his layout with pencil may often find at the last minute he can substitute a shorter or longer word with good





effect. Calling attention to card No. 4 again I would say that in this particular case these were silk dresses and wool dresses.

Where the meaning is that the two materials are interwoven as in silk-and-wool union suits, the words should always be hyphenated.

In the extended slanting letters on this card, a stroke in direct opposition to the swash strokes or the "k's" referred to previously is used. That is, a sure quick, knock-down stroke is made, the pen hitting the card "on the fly," not with a slow, methodical movement—it's the stroke of the skilled worker.

Referring back briefly to the arrangement of card No. 3 I would say exception may be made by some to the placing of the last—and very important sentence. The card is so displayed that the first and last sentences "hit the vision" first, and many advertising men hold that that which one reads last on a card remains in the mind the longest and for that reason you will often see an advertisement reading thus: "Silk remnants 68c, 58c, 38c, 18c yard." The claim is made that the lowest and most tempting price will remain with the prospective patron longest, and I am inclined to agree with the advertising man.

Card No. 5 shows a simple and easily read type of card as do also cards Nos. 6, 7 and 8. While there is a certain stiffness about pen lettering, it must be borne in mind that while the beginner cannot hope to get as smooth stroke as the ones on these cards, that he can by a few months' close and intelligent application make a more uniform and better stroke with a pen than he can in the same number of years with a brush and that is without any restriction whatsoever. Taking them all in all, the brush worker doesn't live who could make as uniform strokes as these in twenty times the time they can be made by the mechanical process.

One thing giving much trouble to the worker is ink for these pens. Some wag has said that if you keep an out of style object long enough that it will come back in vogue again and it seems to me that many amateurs might find it to their advantage to revert back to the old thickened show-card inks that have been discarded for the brush. Thin these down a little and you may experience less difficulty than with opaque colors.

Black opaque show-card color is better thinned with an eternal black ink than with water—it will not have the tendency to "gray."

I am inclined to condemn the use of carbolic acid in colors—other means can be used to prevent mould.

Several have written me about airbrush colors—non-aniline. With aniline and coal tar dyes so expensive and scarce, we must seek substitutes.

The various opaque show-card colors can be thinned down and used, though greater care must be used in keeping the brush clean.

Even the distemper colors as made by the high-class and largest manufacturers may be thinned and used, but it must be remembered that mucilage must always be added to distemper colors and that it must be used far more sparingly than for sizing the color for brush lettering.

In the suggestions offered in pen lettering please bear in mind that I am not taking issue with any method of others in manipulating these pens—simply am I telling methods I use myself and suggesting that you give them a fair trial, then decide for yourself which gives the better result, for after all it is results that count and just so you get them it little matters what method you use.

The cards shown are all seven by eleven inches and illustrate how the pen can be used for nearly any article, large or small.



Plate No. 9338—Display of Silks by W. R. Harre for A. Harris Co., Dallas, Texas.

This was the first showing of spring silks made shortly after the first of the year. The screen used in the back was a three-fold affair made of red plush and in the middle fold was an oval scene in pastel colors illustrating a forest fire. The silks shown consisted of three different combinations, all of which were draped without cutting the materials. The figure was also draped without cutting the goods. In the middle of the large fold of the screen was a wall bracket holding a number of small electric lamps in imitations of candles.

Some New Screens

IN THE PAST we have published articles on the subject of screens for window decoration but the subject is a large one and it would take a great many lengthy articles to cover it adequately. There are such great possibilities in the screen as a decorative feature and there are so many uses to which it may be put that it seems somewhat surprising that more display men have not turned their knack for designing in this direction.

The two handsome screens shown here were designed and built by R. M. Loppe, display manager for Walker Brothers, Salt Lake City, Utah. They show the possibilities of combining attractive frames with various kinds of drapery fabrics. Figure 1 shows a simple, strong design that has a somewhat Japanese style. The woodwork purposely was made rather massive in proportion to the size of the screen. It was finished in a blended ivory effect and the middle panel was filled with a rich design of cretonne stretched smooth and even. In front will be seen a tabourette or plateau designed and finished in the same style. This would make a highly pleasing set for showing almost any kind of wearing apparel and it would be particularly appropriate if used with men's wear as the sturdy



FIGURE 1.—A SIMPLE STRONG DESIGN.

structure and dignified lines adapt themselves admirably to that class of merchandise.

The screen shown in Figure 2 is of an entirely different character. In this case a few modest curves were applied to the frame which was finished in a Stogo gold treatment. These panels were also filled with cretonne. In the middle panel a bit of additional drapery has been added to give a contrast to the cretonne. The plateau was finished with the same material that was used for the hangings in the middle panel.

Screens such as these can be used in almost endless ways and occasions arise frequently when one of them will prove mighty useful for a special setting that must be arranged at a moment's notice. And they are not only useful in the window but can be used to equally good advantage for interior displays on ledges or elsewhere. They are quite inexpensive in the long run as they will last and look



FIGURE 2.—A FANCY SCREEN.

well for years if a reasonable amount of care is taken of them. If their design is so striking as to grow tiresome alterations can be made that will change their entire appearance. This applies especially to screens that have panels of drapery or upholstery materials. Little material is required for this purpose and a remnant can usually be found that will answer the purpose very well.

There is one important thing to remember about making screens and that is that the work of building and joining the frames must be done with the greatest precision. Badly fitted joints or other careless workmanship cannot be concealed by the thickest of paint and the whole effect is spoiled. However, screens such as these should be easy to make by any display man who is handy with tools and a reasonably careful workman. Mr. Loppe who designed these screens was formerly display manager for Geo. N. Reynolds of Riverside, California, and has only recently moved to Salt Lake City.

MORE and more attention is being paid by wise merchants to the children's department. Special displays and sales for this department are now quite usual and the store that fails to do something in this line is missing an opportunity.

NOTES FROM NEW YORK

MILLINERY OPENINGS EARLIER THAN USUAL—GIMBEL'S FASHION SHOW AN IMPORTANT EVENT—HEARN'S SPRING SALES AGGRESSIVELY ADVERTISED IN PUBLIC PASSENGER VEHICLES

F. F. Purdy

MOST of the department stores hereabouts had their millinery openings from March 4 to 15—earlier than usual, no doubt because of the notable rushing of the season for straw hats this year on the part of women. Whatever the cause, the fact is patent—women want to put on straw hats as early as January, and any time thereafter. In fact, as far as the department stores are concerned, they were very conservative in having their millinery opening as "late," so to speak, as the fore part of March. But this idea of women rushing straw hats in around January and February is a conundrum. They have done it, and will do it again, but inasmuch as shop girls and thousands outside of the fashionable circles caught on to the idea this year, may be 1916 will be the end of it. Mr. Cronin, display manager for L. Bamberger & Co., Newark, N. J., had the earliest fashion show, the first few days of March. If the early bird catches the worm, Bamberger & Co. surely must have got it, for this was an early fashion show, with a showing of the spring models while quite a young blizzard was raging outside for a day or two of the show. Easter is late—April 23—and this may have been Bamberger's policy with reference to it, an early opening, with ample chance for a rush of business again at Easter time. The late Easter has given rise to an unusual amount of commercial theorizing on the part of merchants and display managers.

CHAS. BRANDT BACK IN NEW YORK

We are glad to learn that Charlie Brandt, formerly display manager for the Fourteenth Street Store, and who later went to St. Louis to take charge of the windows of the Bedell store there, has returned East to accept the post of display manager for the department store of J. J. Diskon, of Paterson, N. J. Mr. Brandt must have expected to return East, for he had not removed his family from their Jersey home. He is one of the hardest and most conscientious workers in the profession and any house is fortunate in securing his services. The writer well remembers the fine trims he originated at the Fourteenth Street Store, all made on the premises—elaborate schemes for windows and interiors, which cost little or nothing except the labor, and gave a beautiful effect to the entire establishment.

A DRESSMAKERS' OPENING

No one will wait until the late Easter, of course, before making a strong spring showing. In fact, from March 1 on there were various department or general openings in different stores. Arnold, Constable & Co. held their "dressmakers' opening" from March 1 to 8, using the Louis XV room for the display of these imported gowns, with silks and other dress fabrics, laces and trimmings, on tables used in connection, for illustrating the material used in the gowns. The following week the regulation spring opening began, lasting through the month, and throughout the store fine new cotton goods, silks, parasols, hats, etc., were shown. During the month Mr. Schmidt, display man-



Plate No. 9339—A Display by P. H. Deitrich for Hager & Bro., Lancaster, Pa.

The panels and floor were covered with black and white "Lustral." The furniture set also was in black and white. Yellow daisies were used in the vase. The garments and accessories shown were all in black and white.



Plate No. 9340—A Spring Display by Harry H. Heim for the Marston Co., San Diego, Calif.

This window was in what has been termed "Bowling Green" dress goods and silks shown on drapery stands. On the floor was an oval of felt in the same color laid nearly flat. The panels were also of "Bowling Green" felt trimmed with gold braid. Dainty festoons of delicate foliage served to give a finishing touch to this setting.

ager, had a full Fifth avenue front in of laces, silks, and wedding and bridal finery.

LORD & TAYLOR'S BOOK SHOP

People passing the Thirty-eighth street side of the Lord & Taylor store are seeing "something different." The old automobile entrance on that street has been built over solidly to the street, leaving it part of a solid front of 90 feet on Thirty-eighth street, with three large windows, unusually light and airy. This space, from the windows on the street back perhaps thirty feet, will house the new Lord & Taylor "Book Shop," where book lovers can browse around among the volumes, which will be stocked there in ample variety, and read in the fine light with satisfaction by all. Instead of a window display of general merchandise, the display will be, as it were, one of books and book lovers. Mr. Rossiter has been making a new departure in the furniture department, and arranged late last month a notably fine showing of summer furniture, with a bungalow effect at entrance to department. wisteria, singing birds, etc. We understand that there is a new and important development under way for the display front of the main floor, but details are not yet forthcoming.

IMPROVEMENTS AT STEWART & CO.'S

Howard Williams has made a number of excellent improvements since he assumed charge of the windows of Stewart & Co., the specialty house on Fifth avenue. He has a fair sized center window, between two entrances, a side window opposite each, and then an arcade within. Mr. Williams has been putting in new plush floor coverings, to take the place of the parquet floor, the colors being gray, silver, blue, rose and Nile green. The brass fixtures have been changed to bronze. The new waist forms will have a bronze base and flesh colored satin finish, to harmonize with the Circassian walnut background. A millinery department has recently been installed, and the centerpiece of the fine opening window was a handsome gilt papier mache jardiniere with a large spray of plum blossoms, which a customer appreciated so much that she insisted on buying it to send to her summer home.

GIMBEL'S FASHION SHOW

The Gimbel spring fashion show opened March 23 and appears to be as much of a function as ever, with hundreds of women watching the progress of the 35 models over the promenade arranged for them. These models, by the way, are all professionals, and the selection of Display Manager Hopkins, a connoisseur. The back of the stage shows a scene of somewhat fantastic conception, in light pastel colors. The ceiling is treated in lattice effect and stencilled lamps are used. In the color scheme throughout the basis is Nile green, the large columns being in this hue, with umbrella shower of flowers at top. The piano rooms that line the side walls are treated as little shops, with windows having neat displays of merchandise, lighted up attractively. The pilaster columns along the side walls will be ornamented by flower boxes mounted upon a seven-foot tapered column that rests against the large one. The costumes shown upon the models do not strongly favor any special period or method of design, for many motifs and elements of design are apparent. There is, however, much that is remindful of the quaint costumes of the French era of 1830-1842.

During the February furniture sale Mr. Hopkins used a lattice background for his windows at Gimbel's, with pleasing novel effect. Last month a large corner window given over to costumes had a blue fabric background of solid color, the only ornamentation being a flight of birds of passage that was applied to the fabric, while at top was a frieze of lattice work over gold ornamentation, with main objet d'art in window being a tree of gold in an urn of gold ornamentation, with cherries growing on the tree. "The lower priced store," in the basement at Gimbel's, has been entirely remodeled, to enlarge the ready-to-wear department. The main floor has been improved by the rearrangement and enlargement of the perfumery, stationery and notion departments. From March 13 to 18 some fifty society women acted as the sales force in the Gimbel millinery department, selling blouses, millinery, sweaters and men's haberdashery for the benefit of the Bellevue Hospital Social Service Bureau, which feature received a great deal of newspaper attention and free advertising. Mr. Hopkins has added two new members to his staff, Mr. Brennan, formerly head man for A. I. Namm & Son, Brooklyn, and Mr. Darling, from Stern's.

ATTRACTIVE BACKGROUNDS

The windows of the specialty house of Saks & Co. are always striking and many new and attractive background schemes have been introduced from time to time. Last month a new background was put in, consisting of a reversible plush curtain, royal purple on one side and French gray on the other, which covered the entire window back and came round on the sides, completely outlining the window, one setting being of the royal purple, while that of the next window was likely to be of French gray plush. This treatment gave the windows a beautiful and winning setting.

DISPLAY MANAGERS MEET

The Display Managers' Club held their monthly meeting on March 13 at their headquarters on Thirty-fourth street, Mr. Schmehl in the chair in the absence of President Wendel and First Vice-president Koerber. Further arrangements were made to provide interesting features for each monthly meeting, such as practical talks and demonstrations. The beefsteak dinner of March 27 was discussed and finally approved as arranged by the committee.

The beefsteak dinner of the Display Managers' Club was held as planned, March 27, at the Hotel Marseilles, Broadway and 103d street, in charge of a committee of arrangements consisting of Harry Bird, of Wanamaker's, chairman; William Tishman, of McCreery's; and J. R. Trewhella, of Best & Co. The affair was heartily enjoyed by a large number of the display managers, their wives and sweethearts, including a fine menu, excellent music, and dancing.

MR. SCHMEHL BACK FROM FLORIDA

F. G. Schmehl, display manager for The Greenhut Co., was much benefited by his recent trip to Florida, where he visited Jacksonville and St. Augustine, and



Plate No. 9341—A Display of Underwear by Malcolm J. B. Tennent for Meier & Frank Co., Portland, Ore.

This was a display of underwear in which the chief feature was a wax figure dressed and posed to represent "The Munsing Girl," a picture that has been much used in the advertising of this particular brand of underwear and which is very familiar to everyone in connection with that name. The wax figure was dressed, or undressed, very much as the girl in the picture. She was placed in a large frame over which a netting of chiffon was stretched to produce a dim effect. Over the figure a bathrobe was draped. The frame was draped with dark velour and concealed lights illuminated the figure, giving it just the desired effect. This scheme attracted much notice.

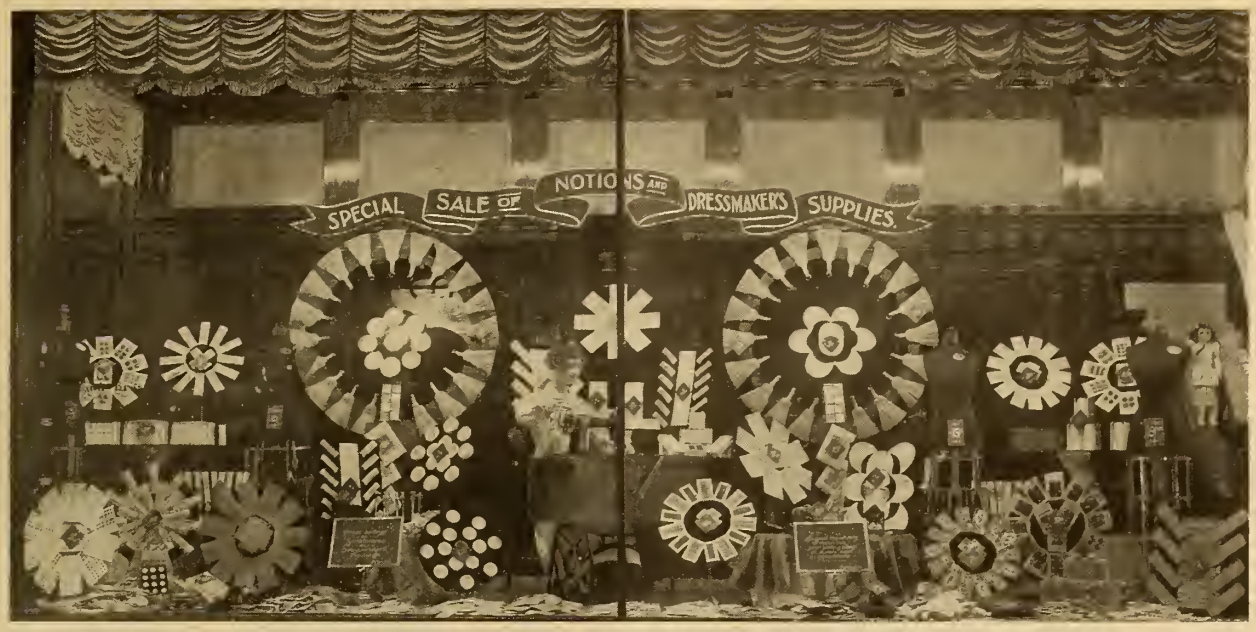


Plate No. 9342—A Display of Notions by Jesse O. Buckwalter for England Bros., Pittsfield, Mass.

This is a particularly well-handled display of notions. The arrangement is exceptionally good and the whole setting is a most interesting one. In the middle near the front was a sewing-machine of latest design at which was a wax figure.

got down as far south as Daytona. He started south after he had spent several months in elaborate preparations for the removal of the Greenhut house furnishing business from the West building to the "Big Store," to the arrangement of all the departments in that building, the big removal sale, etc. He had a strenuous three months and went south to recuperate. He happened to return about the time of a young blizzard here, but he didn't mind that, as he came back in fine shape. It would appear that Mr. Schmehl was practically president of the Display Managers' Club now, for as second vice-president he presides in the absence of President Charles Wendel and First Vice-president Koerber, of Philadelphia. He tells us that President Wendel is taking as much interest in the club as ever, notwithstanding his removal to Detroit, a letter being read from him with greetings, stating his satisfaction with prospects and developments in Detroit, and that he had several prospective new members to propose for the club at an early date. It should be remembered that this is the Display Managers' Club of America, not of New York or the East only. In regard to business at Greenhut's, Mr. Schmehl states that a very satisfactory normal sale has been going on, with an excellent outlook.

ADVERTISING METHODS CRITICISED

A recent issue between Greenhut's and the New York *Tribune* has excited considerable comment. The *Tribune* runs a department by "The Ad-Visor," Samuel Hopkins Adams, who roasts everything in sight in retail trading that is not exactly on the level. The truth is shaken right down by buying merchandise offered and getting full evidence, with obtaining legal advice before statements are made as a protection against verdicts for libel. Thus the *Tribune* has been running down several bad-smelling specialty enterprises, and encouraging the abolition of comparative prices in advertising. In the course of the *Tribune's* campaign, it fell upon the offering by Greenhut's of the former Matthews stock and prepared a criticism showing that other stock had been offered at the same time as the Matthews stock, being mixed with it. The Greenhut people got out an injunction against the *Tribune* printing this article, which was held up until the injunction was vacated, and then the article was printed. The technical offense is clear enough, but merchants will form their own opinion whether this course is rare or reprehensible. When any dealer holds a sale of a special stock bought for the purpose, is that stock sold in a special part of the store, segregated from other stocks? Or are needed sizes, for instance, intermingled from regular stocks with the special stocks? Indeed, the Greenhut allegation is that in the original advertising the distinct statement was made that other stocks were offered in addition to the Matthews' stocks. While the point made here by the *Tribune* may not appeal to merchants generally, this paper has done some excellent work in nailing to the mast retail commercial crooks who were operating just far enough outside the pale of the law to keep out of jail.

We understand that every public passenger vehicle in New York, on the earth, over the earth or under the earth carries the car card of James A. Hearn & Son, calling attention to the firm's "Great spring sales."

On the card is a tulip in the natural yellow and in a yellow pot to match. The same card is in the show windows, greeting the passer-by and identifying the store with the card of the tulip he sees all over the city. Then there are 100 four-foot rose bushes full of roses distributed over the various floors, surrounded at bottom by a circle of the yellow tulips—simply part of the idea of Display Manager H. L. Bear to carry out a continuous reminder of a single motif through the store, in connection with brightening up the store for an important spring event. Mr. Bear is a good deal of a merchandiser as well as a display manager. "For the past six months," says he, "I have been carefully studying the effect of the windows on the movement of merchandise, and I have been astonished at some of the results. I cannot give you figures, but a recent sale of men's shirts at 79 cents gave enormous results. Then there was a sale of striped shirt waist blouses for women at $5.98—stylish things, and ten of them were sold before we had the window dressed." In passing by a window Mr. Bear pointed at a drape surmounted by a fine collar and tie all in place over a neat fashioning of the material to simulate a waist, portions of sleeves, etc., with material running at various parts up and down. "That is a three-minute drape," said Mr. Bear, with a smile, "but don't you think a woman can get a pretty good idea of just how the goods will look in the gown?" She surely could, and the drape was most practical for the purpose. The house of Hearn continues to shovel out enormous quantities of goods at the old stand, at a minimum fixed charge. The buyers are ready to take big quantities of goods whenever quality and price warrant, and though breathe it not in Gath, the Hearn prices are as closely competitive as any in the department store business in New York. And H. L. Bear is closely attuned to the Hearn policy, for like F. G. Schmehl, of Greenhut's, he is about as good a merchandiser as a display manager—and a good deal of a display manager.

The cloak, suit and waist houses have been following the department stores up-town, and with the gradual removal of the shopping district up-town, so on up went the cloak and suit houses, possibly to get an up-town address, to be near some of their city customers, or otherwise. Hence about noon the shopping district is thronged with the operatives, maybe four or five abreast, clogging the shopping streets and making shopping disagreeable for women. Now the department stores have joined together and notified the factory people who insist on running factories in the shopping district that they will give the preference, as far as their own trade goes, to those who do business outside the shopping territory, and they name its boundaries.

Arthur Schrader, a young man from out of town, a graduate of a window trimming school, is the latest addition to the force of Mr. Trewhella at Best & Co.'s.

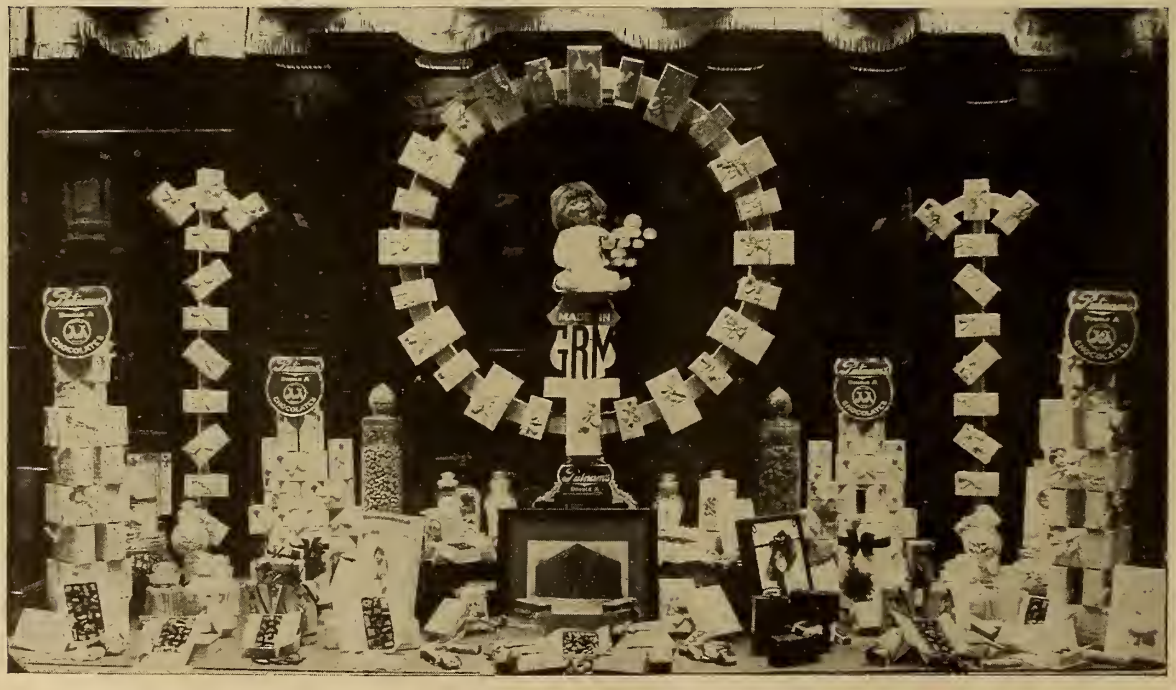


Plate No. 9343—A Confectionery Display by T. G. Duey for Wurzburg's, Grand Rapids, Mich.

This is an excellent display of confectionery. Various boxes and other packages were arranged cleverly and tall glass jars added to the color effect. In the middle was a picture showing the factory making these goods. This display shows the products of a Grand Rapids manufacturer, and was therefore of added local interest.

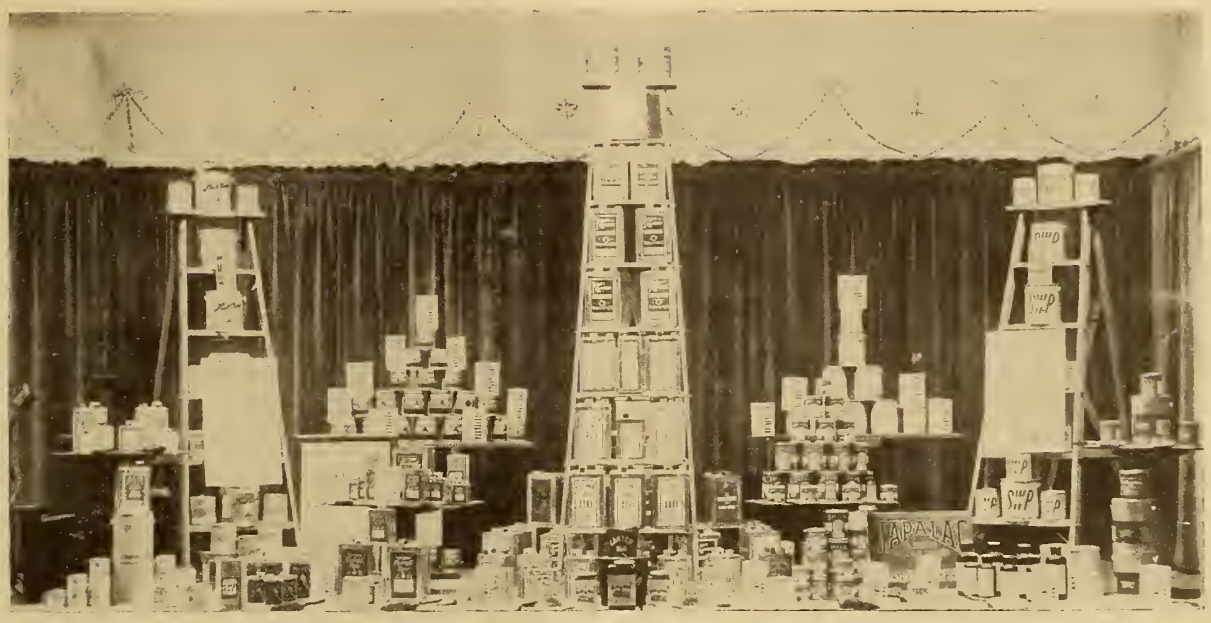


Plate No. 9344. A Display of Paints by Tom Allan for the Phelps-Dodge Merc. Co., Douglas, Ariz.

The principal display fixtures used in this window were three step-ladders upon which cans of paint were shown. The background was a plain velour curtain. The various cans, boxes, etc., were arranged in groups, to take advantage of the various colors of the panels, etc. It was a most interesting display.

OCCASIONALLY one will come across a store doing a good business with the merchandising facilities of a dozen years ago, but such stores are exceedingly scarce. The store that is prosperous and making money shows it before one enters the door. The front is attractive and modern in appearance; the windows are well trimmed and there is every evidence of up-to-date methods. This is a fact that the shopping public has learned and a store is judged by its general appearance inside and out, as well as by its merchandise. Appearances count as much with a store as with an individual.



Plate No. 9345. A Display of Dress Goods by Robert J. Fuellerman for the T. A. Chapman Co., Milwaukee, Wis.

In this picture is shown a black and white display of Pussy Willow Taffetas. All of the merchandise shown was in black and white. The two large drapes and the small one showed striped goods of different patterns. The hats, parasol, and other accessories corresponded. At the left may be seen a tall composition vase or urn filled with flowers and foliage of various kinds. This was one of several windows handled in a similar manner.

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Official Organ of
The International Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

April, 1916

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Getting Good Help

FREQUENTLY we hear the complaint of merchants that it is practically impossible to get competent, loyal help. It is true that it is not the easiest thing in the world to secure intelligent and efficient salespeople yet it has been our observation that one merchant will be able to get and keep as good help as can reasonably be expected while the merchant across the street has to put up with an incompetent, constantly changing sales force.

Naturally there must be some reason for this and it is our belief that this reason lies with the boss himself rather than with the scarcity of good help. Contrary to the more or less general belief, we believe that salesmanship is more a matter of training than of birth and most of the stores that are noted for their competent help have achieved this reputation through the patient and careful training of salespeople. It takes times and patience to make a good salesman or woman and, as a general rule, much more can be accomplished through encouragement than through nagging.

Keeping Pace with the Game

WINDOW DISPLAY is progressing steadily and the display man who is not keeping step with this progress is in reality falling behind. He may not realize it, but if he is not keeping pace with the march, the procession is gradually passing him and he will some day find himself hopelessly in the rear. To keep in the front ranks one must study—he must observe the work of others and learn to determine the difference between that which is really good and that which is merely passing freakishness. He must seek persistently for all that information which will tend to improve his work and increase his efficiency. Unless he continues to progress steadily he assuredly is slated sooner or later to give place to some one who is competent to keep pace with the times.

One of the greatest potential factors in the advancement of the display man is the International Association of Dislay Men. This organization is one that has already done much for display men in general. But what has been done is as nothing to what may be done and undoubtedly will be done. The association deserves the support of every display man who is eligible to admission as a member. There is no display man, no matter how exalted his position may be, but who would be benefited through an active membership in the International Association of Display Men.

It is possibly true that there may be some display men who are already so proficient in their work that they might not be able to learn a great deal from other members. They, however would be benefited in an entirely different way. They would be brought into contact with a large body of earnest and intelligent workers in the same field of endeavor. Such contact cannot fail to prove helpful to any broad-minded man

—indeed it must be a very narrow-minded person who cannot find some improvement through meeting hundreds of intelligent men who are striving in all earnestness to accomplish the same ends as he himself is striving for.

The calling of the display man is an important one. It is far more important today than it was three or even one year ago—it will be still more important next year and so on, progressively, as the years succeed each other. The recognition that is now conceded by the merchant to the work of the display man is largely due to the co-operation that has been brought about through the International Association of Display Men and there is no display man in America who has not profited directly or indirectly through the added recognition and appreciation that hase been brought about by the association during the past three years.

The association needs every worthy display man as a member—and every worthy display man needs to become a member—if he does not need it for what he can learn, he needs to become a member that he may have a sense of having lent his endorsement to an organization that has accomplished a great good in that line of work to which he himself has devoted his talents and which supports him.

Shades Down on Sundays

THERE are some merchants who make a practice of lowering the shades of their show windows on Sundays, presumably on the assumption that if the displays were left open to view, sales would be made, and that would be contrary to our religious teachings regarding the Sabbath. Without wishing to appear in the least cynical, however, we have generally ascribed this custom to another motive that may not be altogether untainted by commercialism. Some merchants, at least, have frankly told us that they considered the practice of keping the windows closed on Sundays a good advertisement for the store. They hold that it gives "class" to the establishment and sets it apart from the common run of stores which permit the public to inspect the merchandise in the windows seven days in the week. However this may be, it seems a bit odd to walk down a business street and see a big store with the window shades tightly drawn while on either side are other stores selling equally good merchandise to the same class of trade, with the windows wide open.

We are irrevocably opposed to Sunday store keeping, but there are many cities in which, in fine weather, a considerable part of the population gets a good deal of pleasure from strolling along and looking at window displays. Many of these people find it impossible or inconvenient to inspect the windows on week days. This, however, is a matter that has to be decided by the individual merchant according as he may receive light from his inner consciousness.

The Store's Birthday

WE ARE inclined to believe that "Anniversary Sales" are being overdone. Possibly it would be more accurate if we were to say that the average "Anniversary Sale" is *underdone*. At any rate we have noted a good many such sales in which the chief feature has appeared to be the big heading at the top of the newspaper advertisements. Any kind of a sale is all right if it really is a sale but the merchant who makes a big advertising splurge over the store's birthday each year and then fails to back up the announcements with real values will in time learn that it takes more than a name to make a sale. The general public takes about as much interest in a store's birthday as it would in the birthday of the store's janitor unless the occasion is one of some real significance.

On the other hand, if a store has been in business for a score of years or so and has made a great number of friends, an anniversary sale can be made a highly interesting occasion. An eastern store held its hundredth anniversary a year or so ago and many stores have celebrated their semi-centennials with fitting ceremonies. These events are always interesting and should add much to the prestige of the establishments that have served the public for so many years.

HUSCH BROS., of Louisville, Ky., dealers in garments for women, recently held an opening in which part of the decorations consisted of potted plants and natural flowers. The flowers and plants were later presented to customers.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1916 have been made as follows:

E. M. McCartney, Pittsburgh, Pa.
Leo Van Courtren, Brookfield, Mo.
C. A. Vosberg, Pittsburgh, Pa.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Department Store Card Writing Problems

—Article XI—

The Value of Drawing Ability in Card Writing

by

J. W. Johnston

IT IS a well known fact among card writers that a knowledge of the principles of drawing and a little experience in the actual work of the delineation of trade marks, symbols, and the like, is helpful. It would seem off-hand, that every student of card writing, who is to attain any success at the work, must possess a certain amount of artistic ability, or it would be impossible to even as much as learn to make the letters of any recognized alphabet copying the proportions and details of same from some authoritative text book or type founder's catalogue.

For example, the *sketch-stroke* by which the rough outlines of a figure or a letter are *blocked out* is quite the same whether we are setting out to draw a letter, a face, or a figure. It only takes a glance for a skilled card-writer, or an illustrator, to see by the way a person begins to make a sketch of a letter or any object, how much *schooling* of the right kind the hand moving over the paper has had. I do not hesitate to say that it is absolutely impossible for an artist or an artistic card writer to begin a piece of work which is to be successful, by constantly holding the point of the marking medium on the surface of the cardboard or material on which the work is to be recorded without soon learning that the correct proportions desired are not being secured. That is, we must appreciate that in order to bring something out of nothing with respect to a sketch, we must use the *sketch-stroke* and not the painful laborious kind of drawing, consisting of a continuous application of the point of the pencil, chalk or pen, which, in reality should not be attempted unless mechanical tools, such as the ruler or compass, are employed.

I will say unhesitatingly that the ability to draw and a little experience in actual drawing, previous to the actual taking up of card writing work, is a blessing. A man or a woman who can draw will soon catch up with a card writer of many years' experience, who cannot draw, and will go past the student of letters alone. The reason for this is very simple. The training in free-hand drawing for example, not only gives one an actual knowledge of how to sketch properly, but trains the eye on matters of proportion, composition, and *general effect,* all of which considerations are employed in the best sort of card writing. Then, too, it is only a short time before an opportunity will arise in the making of a card when some sort of a drawing in connection with the lettered message of the card will be required. Here the card writer with no ability to draw "goes down for the count."

It has always been amusing for me to see artists who are most excellent portrayors of figures, flowers, landscapes, and all the rest unable to do the simplest kind of lettering. Frequently it has been necessary for excellent artists to send their work out to a card writer for lettering when even a few words were to be embodied in connection with the drawing, we will say, for some poster announcement, or, perhaps for a cover design. On the other hand, I have seen most excellent card writers who would be in distress if they were asked to draw a button or the simplest kind of a trade mark device in the center or in the corner of a lettered announcement.

The fact simply is that an artist *who is a real artist* is not afraid of lettering, and a card writer who is *a real card writer* is not afraid of drawing. The work is interchangeable in many instances. In serving an apprenticeship, however, in either the illustrating or in the card writing fields, it must be admitted that a great deal of suffering is to be encountered before the student who has reached a fair attainment in drawing is able to master lettering in order that he may embody in connection with his well drawn pictures such necessary words as the completed design requires. I have coached to success two talented young ladies who had the ability and the ambition to become financially independent through work in department store advertising illustration. In both instances the girls had exceptional drawing ability, but they knew little or nothing about the work of actual lettering. For a time, they felt that they would rather draw ten figures than letter one word. However, they kept at the task and are now both excellent and practical advertising illustrators, in that they can not only picture an object of merchandise successfully, but they can also letter an announcement of any kind, which is to be used for newspaper or catalogue work, in a fashion which does not detract from the beauty of their designs.

It is a very much easier task to take up lettering after being able to draw fairly well, than it is to take up drawing after having learned to letter; because of the two, drawing is unquestionably the more difficult.

In one of my previous articles I mentioned the fact that the hand drawn letters of a design frequently have a charm and fascination which cannot be secured by the impression of the cold lead type. If I remember correctly, I stated that there was a *"human touch"* in the work which had been drawn by hand rather than printed. In this connection it is only fair to say that it is possible when the letters are done by hand to em-

body a flourish, or a graceful curve on the tail of an "R," or on the leg of an "A," which will distinguish the letter from a type founder's character. An artist who has mastered lettering will frequently go into the study of monograms, and will thus be able to turn out some perfectly wonderful compositions, which are not only of excellent design, but which also have a practical value in serving the useful purpose for which they were intended.

I do not think that it is necessary for me to further emphasize this point, but I would not have my readers lose sight of the fact that drawing ability comes in very handy in card writing, and the opportunity to pick up a little training in drawing in connection with card writing should not be neglected.

There are many *tricks of the trade* in connection with successful illustration work, just as they are *tricks of the trade* in card writing. After been in an Art school for some years, I discovered from a very good friend, who was a successful illustrator, that one of the great *tricks of the trade* in the illustration field was the incessant saving of all kinds of clippings from newspapers, magazines, books, and other sources, and the systematic filing of these clippings. This good friend was an honest sort and was not ashamed of the collection of some thousands of clippings which he had "tucked away" in neat little envelopes, carefully tabulated for future reference. Our friend the squirrel has many commendable traits. One of these is, of course, that he is very frisky and full of life, but another trait possessed by the squirrel, and for that matter also possessed by the "busy little bee," is the tendency to *save*. The squirrel, we know, is constantly on the outlook for nuts, and other choice bits which he will carry away to some hiding place and store for future needs. Instinct tells the squirrel or the honey bee that winter is coming on, and there will be a season when nuts will not be lying around on the ground within easy reach, or when flowers will not be in blossom. And so the days of plenty are spent in preparation for the days of want with the result that the squirrel does not have to sleep in winter to save his life, but keeps awake in the winter time, as well as in the summer, *and enjoys life,* I dare say. The honey bees we know subsist in the winter on the honey which they save in the spring, summer and fall.

Just so, the artist or designer who saves clippinbs and systematically files them in a way whereby he can find what he wants when he wants it, is *a wise squirrel*. It requires will power and determination to make the beginning of a little library of clippings, but once the library is started *and kept up* it will more than pay for the trouble. Please understand these clippings and drawings are not to be saved for the purpose of *"swiping"* or using on your work exactly the same as found, but for the sole purpose of stimulating your ideas, or for *suggesting* to your mind ways by which your card writing work can be enriched with an appropriate illustration or "touch" of some kind or other of an illustrating nature.



NO. 1.—ADVERTISING ANNOUNCEMENT WITH SKETCH.

This is my next to last article in this series, and I will not be able to give many examples of what I consider the right idea in the completed card, but example number 1 combines, as you will see, all the theories which I have previously laid down; and also has a sketch which may not be far fetched. I leave the "far fetching" to the Stork.

If we pick up many of the most valuable advertising journals of the country, we will find many instances in the advertising pages of announcements in which significant lettering and appropriate drawings are blended in a harmonious whole. The manufacturers of cigarettes frequently show their appreciation of the work of designers who endeavor to combine lettering and drawings which convey to the mind of the reader the *spirit* or the impression which has been figured out as being conducive to the best sales. Example No. 2 is an original card that may present the features that have just been mentioned.

Needless to say, all writers on card writing subjects are greatly handicapped in their work in writing for the magazines, or for text books, because the cards



NO. 2.—TOBACCO STYLE OF ANNOUNCEMENT.



NO. 3.—POSTER STYLE.

which they make to illustrate their points cannot be reproduced in color without very great expense.

Hence my readers must appreciate that in being deprived of the use of colors in the reproductions of my cards, much of the charm or value of which they may possess in the original is lost, because of the single black medium with which they are reproduced. This is perhaps particularly true in the cards which have an Oriental significance, because coloring plays such a very great part in everything of an Oriental or Asiatic origin.

It would seem quite unnecessary for me to say that no drawing should be embodied on cards *merely for the cake of the drawing.* The drawing should only be embodied on the cards *for the sake of the card,* and so we might well condemn any card which has a drawing which is not helpful or conducive to the better featuring of the advertisement. The drawing must "fit in" or have a direct application.

As we pass the store windows in the larger cities, we are frequently attracted by cards which prove to us at a glance that they have been made with painstaking care and so represent considerable study. It is not simply the flash of color which causes our admiration, but a certain *tout ensemble*—as the French say, which conveys to our mind through our eyes that there is a successful unification of lettering, coloring, and drawing, all of which combined have an *advertising punch.* The examples of card writing which I have in mind closely approach the poster type of advertisement. And by the way, the poster style of announcement is being frequently used in the elevators and at the elevator doors of the leading department stores or American New System stores of this and other countries. I have seen magnificent poster announcements in the John Wanamaker stores, and in other establishments of recognized leadership. A lot of stubborn employers of the old school will contest these advertising posters announcing sales, for the perfectly ridiculous reason that they did not use advertising posters on elevator doors, or in elevators during the Mexican war of some seventy-five years ago, or during the Centennial Exposition. I sympathize most heartily with every advertising man who is endeavoring *to get ahead,* who comes in contact with men who are not open to reason and men who are obsessed with the delusion that there is no room for improvement in advertising, or in anything else while they are "on the job." I have come in contact with such people, and have known others who have suffered the extremes of mental agony by reason of their colossal ignorance. However, it is an encouraging thought that with the passing season and with the passing years there is hope for oblivion for some and recognition for others.

My third example will convey something of the poster style type of card writing announcement which is now generally recognized by men of health and reason, as being an up-to-date method for an advertising announcement.

I have now covered the ground fairly well, giving my ideas and theories with relation to the proper coloring for cards, the lettering to be used, the ornamentations and border lines which might be added, as well as suggestions which I sincerely trust will be of service, *if drawing ability is present with card writing skill.*

My cards have illustrated the use of pens, brushes, and air brushes in their creation, and I will conclude this article by giving a card which will prove that I am not adverse to the use of an appropriate picture, or skillfully printed device, or lithographed design, which may be neatly pasted on the card and air brushed at the edges in order that it may seem a part of the entire picture.

My concluding article of this series will be in the



NO. 4.—CARD WITH LITHOGRAPH ILLUSTRATION.



Plate No. 9346. A Display of Lingerie by L. A. Manne, for Chas. Trankla & Co., Grand Rapids, Mich.

The background of this display was a set piece made of composition board with three decorative panels at the top. It is quite a simple design and yet a very effective one. The garments were shown about the windows in an unconventional way and Turkish rugs were used to give a touch of color. At one side may be seen a large bouquet of American Beauty roses. The two wax figures added much to the effectiveness of this display.

May number of the MERCHANTS RECORD AND SHOW WINDOW and will treat of the proper cardholders or fixtures for the display of such work as we may now be able to accomplish. Many a beautiful piece of card writing has been ruined by being poorly framed or incorrectly displayed. Accordingly, my article next month will be of exceptional interest, I promise.

Texas Styles Show

SIX dry goods stores in Abilene, Tex., combined to hold a spring style show that was given in the two largest theaters of that city. Living models were employed and more than one hundred combinations of women's apparel were shown. The models, who were unusually attractive, were recruited from many handsome young ladies of Abilene. In addition to the theater displays, all of the windows of the city were in gala attire. The show was considered a great success by the merchants who participated.

Requisitions for Window Space

IN EVERY BIG STORE there should be a systematic way of apportioning display space among the various departments that will enable the merchandise manager to distribute the window space to the best advantage. A plan that is used by the store of F. & R. Lazarus & Co., Columbus, O., has proved satisfactory in that establishment and probably would serve as well in any other store.

In the Lazarus store, department heads are furnished with printed blank forms on which applications for window displays are made. These forms are about the size of an ordinary letter head. The form reads as follows:

WINDOW WANTED for Department No..... for week beginning Sunday.....Check window preferred.....High Street..... Vestibule.....Town Street.

A. On which of the following do you base your claim? Give details.

1. *Is it a novelty to be tried out?*
2. *Feature window of wanted merchandise.*
3. *Sale of wanted merchandise.*
4. *Branded staple.*

B. How many have you?
C. Price.
D. Shown before.
E. Suggestions for window trimming.
F. Write out markouts for window.
G. Buyer's remarks.
Notes by Merchandise Manager.
Notes by Advertising Manager.

The foregoing form is filled out in triplicate. One copy is kept by the department head; a second is sent to the merchandise manager and the third goes to the advertising manager. After the merchandise man has passed upon the application and made his notations it is turned over to the display man.

Background Suggestions

HERE are shown a number of sketches that can easily be worked into attractive settings for spring displays. They are by T. Guy Duey, display manager for Wurzburg's department store in Grand Rapids, Mich. By combining any two of these ideas a window decoration could be made that would be suitable for practically any class of merchandise.

The setting suggested in Sketch No. 1 would make a first-class background for a display of women's ready-to-wear and would be equally satisfactory for a display of fabrics, clothing, art goods, novelties or numberless other items usually carried by any good department store. This setting consists of a low marble wall effect which can be made easily of wall board. The height and thickness of this part of the setting will be in proportion to the size of the window in which it is to be used. Over the composition board some paper in imitation of onyx or marble can be applied smoothly. If preferable the surface can be finished in oil or water colors to resemble marble, but the paper will save extra work and will look better in most cases. At one end is built a handsome column, which also is constructed of composition board. It can be painted to harmonize with the marble base and ornamented with a suitable stenciled design. Plaster, papier mache or lignine ornaments of an appropriate character will help the effect. Slightly below the top is to be placed a cross panel decorated in the same general way as the column itself. A large garland or wreath is hung over the cross panel extending down across the front of the upright column. The garland should be made in half relief over a framework of wire netting, and covered with small flowers or foliage. At the opposite end is placed a conventional tree. This can be made of ruscus or other suitable foliage. With the possible addition of a few natural ferns and plants, this would prove a very effective setting and it need not cost a great deal.

No. 2 shows a flower stand that would give a finishing touch to almost any window display and would be

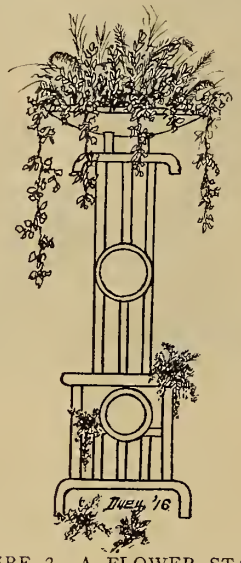


FIGURE 2.—A FLOWER STAND.

quite as effective if used inside the store on a ledge or shelving. It could even be used on the floor as an interior decoration. It is an altogether simple unit to construct, being made from light planed lumber. The urn at the top is an ordinary chopping bowl. Any kind of flowers may be used to suit the taste of the display man.

In this connection a few words may be said about

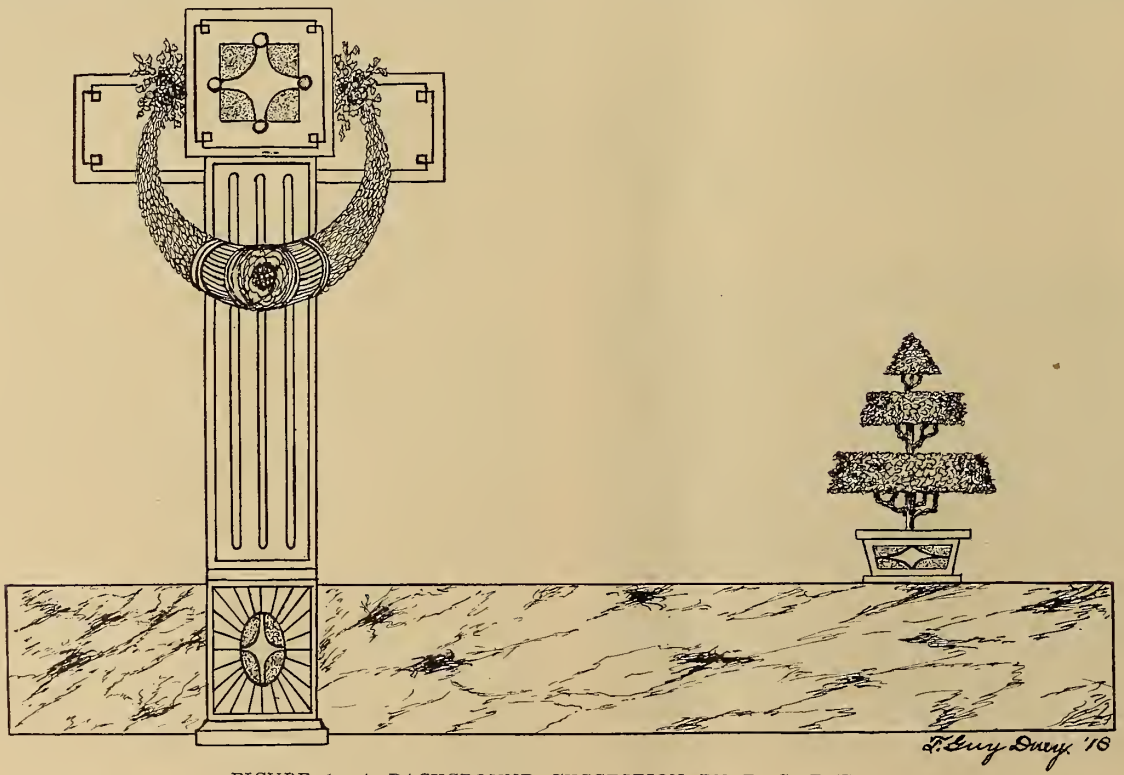


FIGURE 1.—A BACKGROUND SUGGESTION BY T. G. DUEY.

the building of stands similar to this one. Carefully planed wood should always be used and joints must be fitted with the greatest precision, otherwise the job will have a botchy appearance. Frequently stands are built so carelessly that they spoil the whole effect of the window.

No. 3 illustrated a dainty set piece for a background for a small window. It could be enlarged, however, to make it fit any given space. This also is to be made from composition board and light lumber.

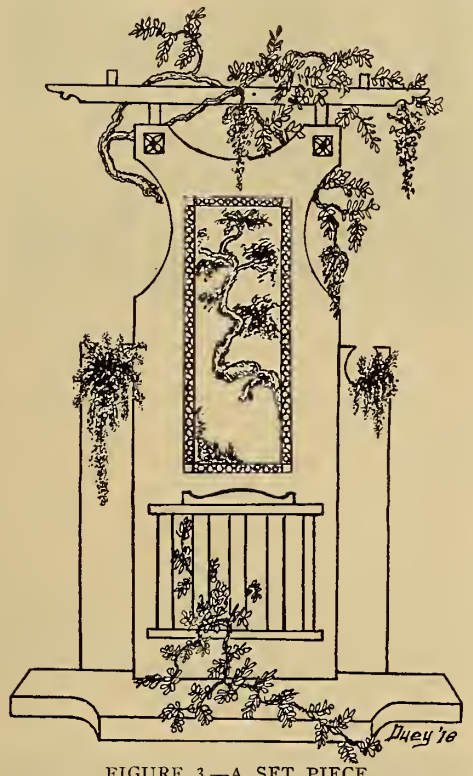


FIGURE 3.—A SET PIECE.

It consists of a platform, two small panels and one long central panel with a barred opening at the lower part. Above is a smaller panel showing part of a rough tree. This may be cut from wall paper or a suitable design can probably be found in the cretonne department. It is framed with a narrow molding. The top is finished off with a suggestion of a pergola. The two upper corners of the piece are finished with carved wood or papier mache relief ornaments. Wisteria is the best flower to decorate this unit with. The blossoms and foliage are attached to a natural wild grape vine trunks and can be arranged somewhat as shown in the picture.

A New One

A BRAN NEW ONE in window displays was successfully "put over" by Al Ortquist, display man for the Tower Clothing Company, Superior, Wis., recently, when with the aid of "Frank" and "Bill," the store's own demonstrators, he gave the Superior public, which prefers to take its news and views from the street, an insight into the sartorial life of a young college man. The two models in the window showed practically everything a young man of the college age wears to keep in the front ranks of the fashionable. The window was furnished and decorated to make it look like a den or lounging room, and all the changes of costume were made in the window behind screens. From the time the display started, about 7 o'clock, until it ended about 10, the street in front of the window was thronged, and a large number went inside to purchase the various articles of clothing which they had seen the young men wear.

"Of course we wanted to attract the attention of the public to the latest Tower styles," said Mr. Ortquist, "but prominent in our aims was the intention of boosting the 'window display week' which the Telegram is promoting for this week, and to induce other merchants to co-operate in the movement wherever possible. We found the experiment a big success and shall continue it at intervals, displaying clothes and furnishings for all ages."

Clothiers Lectured on Window Display

AT THE Sixth Annual Convention of the Illinois Retail Clothiers, held in Chicago February 22nd, 23rd and 24th, George J. Cowan, president of the Koester School of Window Display, gave a talk and demonstration on window work. This lecture and demonstration was held on Tuesday afternoon of the 23rd, the first part of the afternoon being taken up with a demonstration on the blackboard showing various ways of keeping bad reflections out of the window.

A demonstration was given on how to make unit groupings of men's clothing and furnishing, supplying the common rules of composition to the unit so that it would be trimmed correctly from an artistic standpoint. This was followed by an illustrated stereopticon lecture on the subject of window display, starting at a period over 200 years ago and bringing the subject up to the present day. After the lecture was over questions were asked by various merchants and answered by Mr. Cowan. This was one of the most interesting features of the entire programme.

REMNANTS are generally sold at little or no profit, hence they should be avoided as much as possible. This can usually be done by watching the bolts. When the bolt sells down to two dress lengths, measure them and put a ticket on with the yardage. When it is sold down to one dress length, mark the ticket: "Don't Cut." This rule applies well to wool goods. On other piece goods a good rule is not to have any remnants less than three yards, unless the department head is consulted.



Plate No. 9347. A Haberdashery Display by Tom Allan for the Phelps Dodge Mercantile Co., Douglas, Ariz.

This was a showing of men's hats and shirts. The panel at the back was of wallpaper, bamboo design. It had a frame of six by six inch lumber, the upper part of which was decorated with lavender orchid sprays. This made an excellent combination with the tan panel. This window was 20 feet in length.

MONROE S. SNYDER, who for the past fifteen years has been display manager for the big department store of M. Goldenberg in Washington, D. C., has resigned to go into other business. His work is well known to most of our readers as he has contributed to this journal a large number of photographs showing displays of remarkable excellence. Mr. Snyder's successor is Henry J. Leibel, formerly with the window display department of Mandel Brothers, Chicago.



Plate No. 9348. A Showing of Summer Furniture by Harry H. Heim for the Marston Co., San Diego, Cal.

The background of this window was of mahogany with cretonne panels. At one end hung a bamboo porch swing draped over with cretonne of the same design as the panels. At one end of this stood a large vase containing a Boston fern. The floor covering was a large colonial rag rug. A set of rich furniture was shown with pillows and the lamp shade made of the same color of cretonne. This made a highly attractive display.

New Zealand Display Men

DISPLAY MEN in all parts of the world are not so fortunately situated as those in these United States. In New Zealand, for example, a uniform scale of wages is in force and the amount of pay is determined in practically the same way that a scale of wages in any American union is determined. An interesting letter on this subject, written by J. H. C. McDonald of Fielding, N. Z., was recently published in the Draper of Australasia. Here it is:

Sir: The schedule of demands made in the last three years by the Wellington Drapery Employees' Association placed the window trimmer in each instance much below the departmental manager. The actual figures were—departmental managers, £5; window trimmers, £4/10/— per week. I believe the respective demands were on a higher scale on the occasion of the first appeal to the Arbitration Court, but that does not affect the point I wish to raise, viz., That a window trimmer should be placed slightly above the departmental manager on any scale of wages submitted to any tribunal for review. Of course it must be understood that I am referring to cases where a man is employed exclusively at window dressing in a department store. Such a man, if he be inspired with ambition, can easily make himself the greatest selling force in a store, and can produce results second only to the general manager. It is therefore surprising that those responsible for the framing of the schedule placed so little value on the efforts of the window trimmer, and I would suggest the formation of a New Zealand Trimmers' Association, after the lines of those flourishing in America. (Just imagine the trimmer in U. S. A. sleeping while his fellows gave him a lower status than he was entitled to.) It is not difficult to assume that the trimmers were so few in Wellington that they had very little power, but with a Dominion Association much better results could be obtained. Again, in New Zealand there are many houses outside the centres employing first-class trimmers, and these men could help to secure the adequate remuneration that the conscientious trimmer is entitled to.

But though the schedule referred to really set me thinking of an association that is not really the paramount end for which I would suggest the formation of the proposed body. In America, although they secure high salaries, they secure something of more lasting value, spelt with a Capital E—Efficiency.

The great strides made in the art by the trimmers of U. S. A. is the result of organization and the consequent interchange of ideas. Conferences are held annually, papers are published, and traveling inspectors appointed to view the work of the wayback man, and generally help to keep the "profession" on a high level. There are many enthusiastic supporters of the Trimmers' Association in America, but among them none is quite as ardent as the alert employer, for he knows that after all, he reaps the greatest benefit. Now then Maoriland, what are you going to do about it?

In Australasia there are many display men of ability and the importance of good window display is rapidly being realized by the more progressive merchants. This is shown not only in the better quality of the displays themselves but in the better construction of showwindows. In the older store buildings the windows are modeled after the English style. They are generally small and shallow and many of them are lighted by lamps outside the windows. In the newer stores however the windows are built more after the American idea, being large and deep. A considerable number of Australians have come to this country to study display and the influence of their work is becoming more and more evident.



Plate No. 9349. A Display of Men's Wear by B. H. Logan for the Holmes Co., Wichita, Kans.

This window was made up of three groups of different kinds of clothes. Behind each was an ornamental threefold screen and between the screens were tall vases filled with flowers and foliage. Each of the three sections had a display card and all of the articles carried price-tickets. The floor is plain hard-wood.

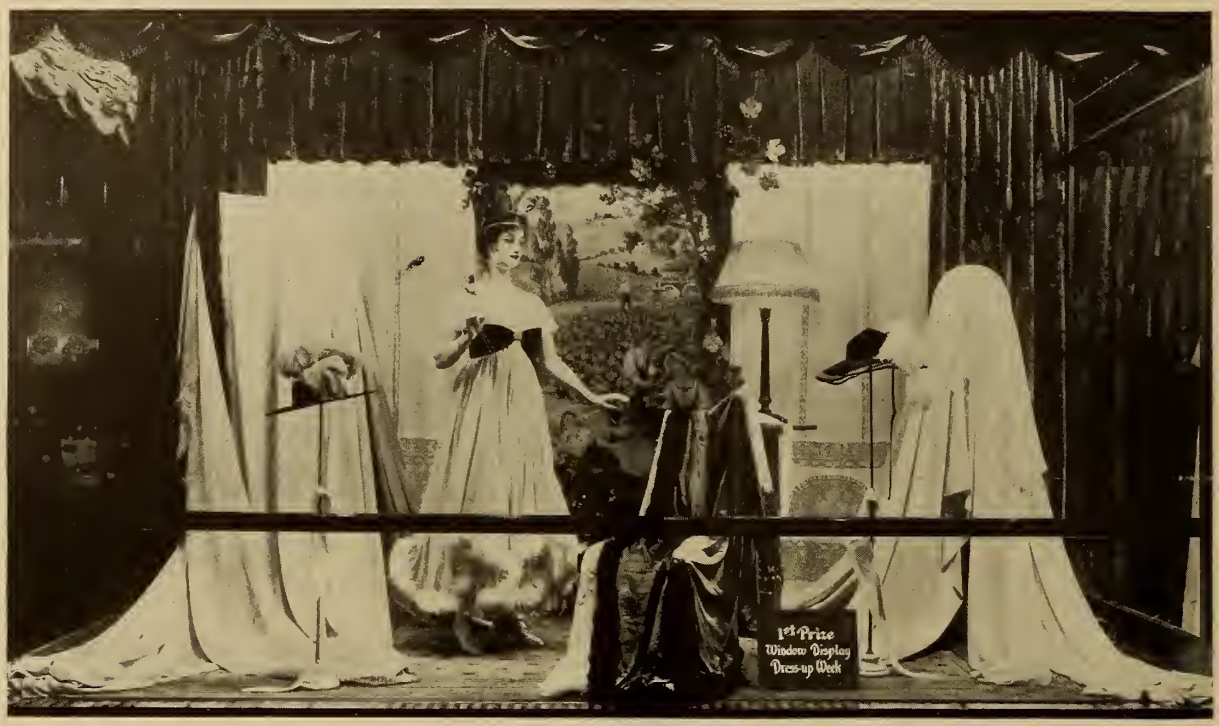


Plate No. 9350. A Display by Ernest Binns for Maas Bros., Tampa, Fla.

This display was awarded the first prize in a contest held during "Window Display Dress Up Week" last fall. The background was hung with rich velour curtains and in the middle was a tapestry vineyard scene with lace curtains at either side. The handling of the merchandise is evident in the picture.

J. C. Mackie Wins Prize

JOHN C. MACKIE, display manager for M. Rich & Bro.'s Company, Atlanta, Ga., won the gold prize offered by The Georgian for the best dressed window for "Dress Up Week," which was held in that city last month.

The judges visited every display window in Atlanta, and after carefully studying every point, awarded the prize to Mr. Mackey, deciding that his "Georgia Peach" silk window was the most perfect in harmonizing colors.

The displays of the various windows in Atlanta for "Dress Up Week" were unusually attractive and artistic. It was a problem to decide the shade of advantage one had over the others, and the judges felt that they had performed a real day's work.



Plate No. 9351. An Interior Setting by O. F. Benecke for E. A. Barthelemy, St. Cloud, Minn.

This shows a neat little interior decoration for the display of millinery, etc. There were four lattice-work columns surmounted by a trellis and an arch in the middle of the front. Various spring flowers and smilax vines were used to give colors to this setting.



Plate No. 9352. A Millinery Display by Jack Zwart for the Henry Street Warehouse Co., Ltd., Dublin, Ireland.

Here is a decidedly unusual display of millinery. It is, to say the least, original in its conception. A number of striped millinery boxes were made and on each of these was placed a bust form, the shoulders being draped with silk. Each form wore a hat.



New Drapes

at the KOESTER SCHOOL

Designed by WILL H. BATES foremost authority on Draping in this country

The above illustration shows a new drape on a new draping stand designed by the Koester School. A complete new series of Exposed Stand Drapes is now taught, using a variety of newly designed fixtures that will be in vogue in a few months.

The New Style Exposed Stand Drapes

These drapes permit the base of the draping stand to show and allow you a chance of using decorative bases and of introducing a new style of Open Drape in your windows.

All the new crinoline styles of silk drapes on forms and wax figures are being taught in drapes at the Koester School.

Retail business is now booming and you will find this the ideal time for you to prepare yourself for greater success and a larger and more certain income. The demand for good live men shows that merchants everywhere are anxious to employ the most expert men for their window work.

Study Draping at the Koester School

The Koester Drapes originated by Mr. Koester, formerly head of Marshall Field's Display Staff, have always been demanded by all stores. The Koester School has originated practically all the new draping ideas in the past eleven years.

The Koester Method is the only successful method.

Personal Instructions under Mr. Will H. Bates

Mr. Will H. Bates has been conceded the most finished artist in Draping of fabrics that we have in this country. Every student gets personal instruction under the careful supervision of Mr. Bates. The foundation of your Window Display success will be laid on this instruction in draping received here at the Koester School.

New Card Writing Instruction on Speed Ball Pen

Every department of the Koester School is kept strictly up to the minute. The new round and square foot Speed Ball Pens call for new instruction and this instruction was included in the Koester Course as soon as the Pens were on the market. (In fact the Koester School helps test out most of the new tools being placed on the market.)

Card writing is taught personally or by mail.

Our Advertising Course is the most complete Course of its kind and home instruction is given if desired. You can't afford to wait—join the classes now so that you can take advantage of the present lively demand for trained men.

Don't Experiment with Your Education *"It Pays to Be a Koester Man"*

The Koester School 215 South Market St. Chicago

SEND FOR OUR ATTRACTIVE YEAR BOOK

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF

News of Men's Clothing for Today—Why This is the Store of Constant Activity. No other clothing store in this city has such a record of growth. It has multiplied in volume of business in the past dozen years. This spring season opens most auspiciously. Despite the threatened scarcity and consequent higher prices, we and our customers are fully protected by contracts which we made long ago, and never have we shown more varied and bountiful spring stocks. We have thousands of SPRING SUITS ready *four hundred different kinds* (counting styles, textures and colors).

Sale of Men's Soft Hats at $1.95—*New Spring Styles and Colors.* Well-made Hats, offered at this low price because of slight imperfections; so slight in many cases that we have been unable to detect the flaw. There are fifteen shapes to select from, and the colors are brown, ivy green, pearl, brown mixtures, Oxford mixtures and tan. Every hat included is backed by the usual Saks guarantee.

Men's Spring Derby Hats, Slightly Irregular $3 *to* $4 *Grades,* $1.75. Imperfections, imperceptible to the average man—and in no way impairing appearance or desirability—did not escape the close scrutiny of the keen-eyed inspector of one of New York's most prominent manufacturers. Thus these hats, made to sell at $3.00, $3.50 and $4.00, came to us as "seconds" at a much lower price. They are in new spring styles that are accepted as standard by the best dressed men. Many flexible and self-conforming; all sizes—$1.75.

Men's Satin-Stripe Silk Shirts at $2.45 *in a wonderful Collection of New Designs.* Considering present market conditions, we feel justified in calling this the best silk shirt value in New York today. The material is all silk. The workmanship—from cutting the fabric to placing the buttons —reflects the skill of craftsmen shirtmakers. A wide range of colorful designs, in single and cluster stripings, affords almost unlimited selection. Every size neckband and sleeve length included, and not one shirt offered that can be equaled at the price in town today.

Men's Silk Shirts $2.95 *for* $4 *Grade.* The difference in price is due to our capture of a large quantity of fine silks last September. We turned them over to one of our good makers who fashioned them into shirts of high standard, at a lower cost than ordinary. The silks are of excellent quality with black and fancy colored satin stripes on white grounds. Fronts have box center plait and five pearl buttons. In every detail of workmanship and in quality of materials these are four-dollar shirts for $2.95. Sizes 14 to 17.

New Spring Clothes for the Boys. We know many mothers who have already had their boys outfitted so as "to have that much off their mind," and many more are bringing the lads in every day and getting them fixed up for the season. They are finding a very fine assortment of Norfolk suits here at $6.50 to $18 in 8 to 18-year sizes, as fine as any we have ever shown—sound as a bell in materials and making and modeled in styles that cannot fail to appeal to the most hard-to-please mother or boy.

The Economy of This Boys' Clothing. There is an outstanding feature in our retailing of boys' clothing—we mean, our prices. They are the lowest in the city. Perhaps you are familiar with the cause of that? Department store merchandising—economy of operation—and so forth. That the clothing is good is the evidence of your own eyes. If we knew how it could be made better, we would have it better, be assured. If you are the mother or the father of a boy or boys, you ought to investigate the claims of this boys' shop. It is in a position to enable you to save money. It is doing just that for a number of mothers and fathers. Your attention is directed to the suits at $3.50, $5, $7.50 and $10.

It Will Satisfy Particular Mothers of Boys to know that Wanamaker clothing for boys is as good this Spring as it has ever been; and in some features, especially of making and finishing, better. The new Spring Norfolk suits for boys are a pretty good proof of this. They are priced at $6.50 to $16.50, in sizes 8 to 18 years, with a fine selection of Spring suits with two pairs of trousers, at $7.50 and $10. Junior boys' new Spring overcoats, 3 to 10-year sizes, are here in full force, at $8.50 to $12, and there is a splendid selection of Spring overcoats at $10 to $15 for boys of 11 to 18 years, in fancy mixed cheviots and wool crashes. Every fabric guaranteed all wool, fast in color and dependable in making.

Inexpensive Voile Blouses Liked for Morning Wear. Dainty and fresh as they can be, not too much trimmed, and nice for the tailored suit. One is in striped voile with no trimming at all, but a double pleated frill down the front and is $1.65; and there are three other styles, either entirely new or such pretty models that we reordered them, and the prices are $2.50, $3.50 and $3.75.

Cotton Suitings. Many women like a dress or skirt made of a sturdy cotton weave, to help out with their wardrobe. We have an extensive assortment, Panama cloths, in plain colors and stripes; cream-color serge and sand-color Gabardine, with fancy black stripes; and black-and-white striped or checked suitings, foremost of which is English Ottoman cloth. Prices 25c to $1.25 a yard.

Silk Remnants of Interest. The Silk Store has been so busy snipping off waist, frock and suit-lengths of silk that it has accumulated quite a collection of good remnants. These include taffetas, messalines and poplins in desirable colors and good lengths, up to six yards. There are many colors, and the prices are interesting enough for you to make a special trip to see the silks.

Speaking of Silks. Briefly, the silks you want are here. Not dribs of them, but quantities—there is a profusion of beautiful weaves. You'll wonder that there is so much talk of a silk famine. Of course, you know that this talk did not emanate from Kerr's.

$1.50 *to* $2 *Chiffon Organdy Flouncings, Special at* 95c *Yd.* The valuations are accurate. These are $1.50, $1.75 and $2 Flouncings. They are exquisite, to say the least, and we believe you are going to buy them up in a jiffy. The widths are 27 and 36 inches, the material is the finest and sheerest of chiffon organdy, and the designs are beautiful florals in French embroidery and novelty scallops. They are ideal embroideries for summer wash frocks. It is safe to say that, at 95c, they are really wonderful values.

Black Millinery for Spring. Small shapes and large shapes, those that are entirely black being made of all crepe, all grenadine, or grenadine with net; silk with straw, or straw simply ribbon trimmed. Then there are black hats with a little white, and all-white hats of straw with crepe trimmings, or Georgette crepe with bands of heavy crepe. Plenty of shapes for young girls are included, and prices start at $10.

A Thousand New Spring Hats, Many at $10 *and* $12, *Make Their Bow This Morning.* Hundreds of new sailors of every possible kind—low and high, broad and narrow—all simple, and all delightful in color. Lots of purples. Hundreds of small shapes—close-fitting and with multitudes of flowers, besides ostrich trimmings, fluted ribbons and other fancies. Plenty of Spring-like black hats. Young girls' hats, too, are here—in all colors to match the suits so many girls will buy today. Also there are plenty of charming little head-coverings for children. None of the hats in this new showing bears a higher price than $10 or $12, and very many of them are much lower.

$7.50 *to* $9 *Trimmed Hats, a Special Sale at* $5. A leader in millinery sales and one that will be worth coming early in order to share. These are all hats of Loeser standard in style, making and finish, very smart and very becoming They are made of all the wanted straws, including lisere and other shiny braids, of hemps, Milan-hemp, fancy braids, etc., in black and the approved colors. Included are small and medium Turbans, small, medium and large sailor shapes, some Tricornes, some high crown hats, etc. The trimmings are of flowers, ribbons, wings, fancies of various kinds, adjusted in accordance with the latest style ideas. The hats are very striking values and cannot be sent on approval, none can be reserved for mail or telephone orders, none sent C. O. D.

All-Black Millinery. So that she can select her hat in quietness and seclusion, we have a special salon for the woman who wears black millinery. Not only are the hats in quiet, good taste, but without being in extreme, they follow faithfully the newest fashions. They are simple, smart hats for young women as well as more conservative models for



A great National public utility

That concerns all merchants and all people.

THE original Cash Register rang a bell, indicated and recorded the amount of the purchase. It benefited the merchant only.

In a third of a century this old model has developed into a Cash Register that directly benefits every man, woman, and child who spends money in a store.

This new Cash Register equally concerns every merchant and clerk, every banker and wholesaler in this land.

It furnishes every customer with a receipt or sales-slip with printed figures of the amount paid or charged. This also tells in print who made the sale, and the date.

It prevents disputes over charges and bills paid.

It saves shoppers' time.

It gives the merchant all his profits. It gives him more money for his family.

It promotes more and quicker sales.

It protects each clerk against making errors and against the mistakes of others.

It rewards the diligent clerk by telling his employer which one is making the most sales.

It assures the banker additional security for the money he loans the merchant.

It gives the wholesaler additional assurance that the merchant will have the money to pay his bills.

It will furnish the banker and the wholesaler mechanical evidence that the merchant's statement of sales is correct.

Merchants!

The above advertisement is one of a series that is being run in magazines and newspapers reaching sixty million readers a month.

Why do we do it? Simply to teach the public to help you to enforce a system in your store which will both increase sales and stop up leaks and losses.

And to secure for you the hearty co-operation of your banker and your wholesaler.

We are doing this to help you put more cash money in the bank every day.

New 1916 Models have a separate drawer for each clerk; give each credit for his day's work and make him responsible for every penny handled; give you detailed information on cash and charge sales, money received on account, and every other angle of every day's business, in detail and by totals.

Let us explain how we do all of these things for you—and many more.

Fill out the coupon.

The National Cash Register Company, Dayton, Ohio.

The National Cash Register Company, Dayton, Ohio.

Without obligating me in any way to buy, I would like to know more about your 1916 Model Receipt-Giving Cash Registers and "N C R Service."

We have——salesmen in our store.

We have a register——years old. Principal lines of merchandise carried are:——

Firm Name ——

Address——

matrons and older women. And the hats themselves are of straw or silk or the two combined. Prices start at $5.

The Women's Coat Salons Gay with New Sports Styles. First of all the new corduroys in rose and coral, putty, white and blue. Then the thick, soft, knitted wools in yellow, rose and blue; the wool stockinets in similar colors and the soft wool velours—Spring weights—with Chinese crepe linings; the silk poplins with fringed sashes or contrasting trimmings; the tussors in color or in black and white stripes; the silk corduroys and white chinchillas. Most striking of all are the corduroys with orange, black-and-white stripes, and the prettiest are the printed failles in colors lovely as a dream. Prices run from $12.50 for the first mentioned corduroys to $72.50 for the printed faille.

Some of the Best 50c *Dresses We Have Seen for Little Girls* are those of gingham in the Children's Store. Not only are the styles very new and attractive, with their pleated skirts and white pipings, but the dresses are well made inside and out. New and attractive little coats of black-and-white checks were made by tailors and have a fit and finish that is seldom found in inexpensive coats. Lined throughout; colored silk on the collar and little cuffs. Long-waisted white frocks have high or low necks and are trimmed with ribbon-run embroidery and lace, 75c each. All in 2 to 6-year sizes.

Lots of New Tub Dresses. The good around-the-house dresses which housewifely women buy supplies of in the Spring just as inevitably as they buy Spring hats. They are of gingham or linen, or the pretty cotton voiles—plain or figured; and of course they have full skirts and set-in sleeves. Prices are $2.25 to $5.00.

Every Woman Just About Now Wants a new, One-piece Serge Frock. Four models, just arrived, are of sturdy wool serge, in black, deep or lighter blue. All have the comfortable low collar, long sleeves and little fashionable touches which mark them distinctly 1916 fashions. $5.75, $6.50, $8.50 and $12.75 each.

New Spring Suits for Large Women are here in a remarkable assortment just now. Not just "stouts," as manufacturers call extra sized suits. We made particular study of the needs of the woman who wears the larger sizes and had some suits made up according to our own ideas. We believe pretty thoroughly in them and think they will be appreciated. Quite a number of models in good fashion, conservatively cut. They are priced $13.50 and $29.75, and are chiefly in dark blue or black serges or poplins. One at $25 is quite a favorite. It is a distinctive model of fine gabardine, with the coat cut loose in back, held in at the sides by a small belt. This has a new wide collar, and stitching and smoked pearl buttons are the only trimming. The new style skirt is laid in smooth pleats.

New Corduroy Skirts in Beautiful Colors. The vogue of corduroy continues, but it becomes increasingly difficult to get these skirts in correct colors. There are plenty of "off" colors, but not here. A new shipment of corduroy skirts has just come in. All are cut full and most of them have novelty pockets. At $5, $5.50 and $6.50 are six styles in white, American beauty, rose, coral, sand, Delft blue and light gray.

A New Way in Skirt Selling! Again we are telling you of this new plan in skirt selling—repetition makes for emphasis. A fresh shipment comes every week. It is by this plan that the styles we show are, literally, the ones of the very moment—fashion changes are immediately reflected in them. Another point—it is the most economical way because it does not involve a large amount of capital. This fact is apparent in the matchlessness of our prices.

More Reasons Than Ever for Prettier Spring Suitings. Few women stop at just one suit this year, because no matter how many other suits they may have, a sports suit is essential. So there are lovely soft velour checks at $2.50 and $3 a yard that make the most fascinating kind of sports suits, and high colored cheviots that some women like almost equally as well. They are $2.50 a yard. For more formal suits there are lovely overplaids of mixed colors, smooth finished worsted checks, mannish suitings in almost invisible hair-line stripes or checks, and fine Scotch and American tweeds, priced from $1.50 to $3.50 a yard.

Splendid Abundance of 25c *Ginghams.* We got a great assortment because yarn-dyed goods, such as these ginghams, take more dyes than printed goods, and will be very difficult to obtain with the increasing dye scarcity. Plain colors are especially scarce; but there are also plenty of these here, as well as stripes, plaids, checks and madras shirting styles for men's shirts.

New Silk Petticoats Easter Gowns Will Like. Because there are colors to match or to harmonize with every shade of gown. This spring's styles are unusually pretty with their many ruffles, frillings, knife pleatings and scallopings, and in taffetas and messalines you may pay as little as $3.85 or as much as $10.50. Evening silk petticoats in the lighter tints begin equally as inexpensively—$3.85—and go up to $25.

Darling New Easter Dresses for the Baby. We have a new collection of white nainsook dresses for babies of 6 months to 2 years that every mother should see right away—the dresses are so dainty and fine. Some are hand made, others have a touch of hand embroidery—smocking, brier stitching, French knots and Irish picot—and still others with hemstitching and fine lace. But you will find plenty not so fine with machine embroidery. There are round and square yokes, turn-over collars and cuffs, and straight dresses with just a beading round the neck. Prices 50c to $5—the hand made ones starting at $1.50. Petticoats to go with these dresses 50c to $5; both nainsook and flannel.

More New Gloves for Spring. Yesterday we placed on sale in the Women's Glove Shop a shipment of French kid gloves in a fine range of the new shoe-top colors. These gloves are of very desirable quality; the kidskins, fine grained and well finished; the making and finishing rarely excelled. They are pique sewn and have black embroidered backs, the smartest mode in the opinion of most women. Price $2 pair. Also a number of white washable doeskin gloves of leather so fine that it closely resembles suede. Made with two pearl buttons, pique sewn and with Paris point backs. Price $1.50 pair.

A New Doeskin Glove at $1.50. Its points of newness number worth as well as design. The leather is softer, denser, stronger than most doeskin. The shaping and finishing are irreproachable. And to this foundation of real worth some attractive quips of design have been added. The glove is embroidered in black with a white welt in the center of the embroidered pattern. At the edges of the wrist are finishing bands of contrasting colored leather—white on the natural gloves, natural upon the white gloves. Shown tomorrow (for the first time) in the Glove Shop. Price $1.50.

The Well Groomed Foot. Shoes were never so pretty as now. No doubt the fashion of short skirts has had a great deal to do with that. The foot, formerly more or less concealed, is now exposed and it must be dressed, not merely covered. How splendidly the shoemakers have responded! With a zeal like that of the artist they have created the veriest gems in boots and pumps. Combinations are popular, with black and white the favorite. Pumps that make of daintiness a mere name. However, won't you come down to see them? The growth of this shoe department is conclusive proof that it is right. Not only are the styles very beautiful, but the shoemaking is of worth and character.

Children's Shoes Made of Good Leather. Ever since the cost of leather went up, some manufacturers have been putting inferior grades into children's shoes, where they thought it was less likely to be noticed. If the children wore their shoes out quickly it could be blamed on their activity. Only good leathers are used in our children's shoes and we insist on the shoes being made over lasts that are right for growing feet. Spring styles are now ready for choosing. Prices range from 50c for baby's shoes to $6 for a large girl's shoes.

Crash Draperies are New and Attractive—Crash is a likable sort of thing because in the crudeness of its weave it suggests something of old-fashioned hand work. Crash draperies are a family in themselves. Hardly any draperies so light and airy are at the same time so really substantial and serviceable. People will tell you they like them especially because one can touch them without being afraid of spoiling them. The new arrivals in the Upholstery Store have plain centers with colored borders, and the colors are fast.

Handbags That Are Eloquent of Spring. Even the soft calfskin that they are made of somehow suggests the new season, in its velvety finish. But it is the rich, pastel colorings that are so distinctly Spring-like—greens, tans, grays and purples that speak of balmy days. In a variety of new shapes, some with chain handles. Prices go by easy steps from $1.50 to $5.



Mr. Hoile's Prize Winning Window

Sweepstake Prize of $300 Edison Window Display Contest Won by an E. T. S. Graduate, Mr. Harry W. Hoile, with Loveman, Joseph & Loeb, Birmingham, Ala.

This contest covered the entire country, which was divided up into five zones. In order to be elegible for the Sweepstake prize of $300 it was necessary to be a first prize winner in one of the five zones. The first prize in each zone was $100. Therefore Mr. Hoile won $400 cash in the placing of the above window display.

The photographs of this contest were judged on January 5, 1916, by a competent jury at the Advertising Men's League, New York City.

Mr. Harry W. Hoile is one of the men who do things. A few years ago he made an initial investment in E. T. S. training of $100. In one contest he wins four times his tuition fee and this without interfering with his regular duties in the store.

Mr. Hoile is also winner of numerous other prizes including the Wooltex All America Window Display Contest.



Mr. Harry W. Hoile

Following is what Mr. Hoile has to say regarding E. T. S. instruction:

"Joining this institution was a turning point in my life. I was a small salaried clerk in a wholesale house where there was no opportunity for advancement. There is no limit to the opportunities in my present vocation."

While some men are saying that some day they are going to become trained specialists and take up E. T. S. short cuts for eliminating long apprenticeship and poor pay, other men are doing that very thing to advance themselves. That is the difference between the successes and failures—one thinks and dreams and talks, the other **does** things.

Filling out the accompanying coupon is the first step to a line of work that offers opportunities for a pleasant profession and good earning power.

NOTABLE PRIZE WINNING RECORDS MADE BY E. T. S. GRADUATES AND STUDENTS IN 1915.

A. J. Edgell, Manager Display Bureau of Society for Electrical Development, New York, winner of first prize $1,000.00 Rice Leaders of the World Idea Letter Contest.

J. H. Farrar, Display Manager, Guggenheimer Co., Lynchburg, Va., winner first prize $500. Waldes & Co., Koh-i-noor Window Display Contest.

Carl Ahlroth, with the Union Clo. Co., Columbus, O., winner of $500 cash prize Rice Leaders of the World Window Display Contest.

Edw. C. Lee, 467 King East, Hamilton, Ont., winner of first prize, $50, McCall Pattern Co. Window Trimming Contest.

B. R. Sheldon, Syracuse, N. Y., winner of five prizes in Syracuse Chamber of Commerce Ad Writing Contest.

We guarantee you a thorough, practical and broad instruction under men who are recognized as leaders.

Our catalogue outlines the success of a great many of our graduates. Over 3,000 E. T. S. men are now employed in the retail stores of U. S. and Canada, with the realization that their success was earned as the result of training in the Economist Training School.

This catalogue clearly outlines just what you may expect from the Economist Training. This instructive book is free for the asking.

The Economist Training School, New York:

Send the book to

Name

Street

City

State

Please write or print plainly.

10

ECONOMIST TRAINING SCHOOL

Advertising Display Management ***Show Card Writing*** ***Sales Management***

239 West 39th Street **New York City**

PRESIDENT, A. J. EDGELL, 29 W. 39th Street, New York.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT
E. D. PIERCE
Rochester, N. Y.

2d VICE-PRESIDENT
L. A. ROGERS
Dallas, Tex.

3d VICE-PRESIDENT
HARRY HOILE
Birmingham, Ala.

TREASURER
ED. O'MALLEY
Kankakee, Ill.

International Association of Display Men

CHM. PROGRAM COMMITTEE
GEO. H. LAMBERTON :: Chicago

CHM. EXECUTIVE COMMITTEE
B. J. MILLWARD
St. Paul, Minn.

CHM. MEMBERSHIP COMMITTEE
J. E. HANCOCK
Charleston, W. Va.

CHM. PUBLICITY COMMITTEE
D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE
A. E. HURST
New York

New Interest Shown

INTEREST in the International Association of Display Men is still on the increase. I have just had reports of several more cities organizing branch associations, and I hope to receive their charter applications soon. Binghamton, N. Y., comes in with a nice charter list of twenty-three members. Success to Binghamton. We are pleased to welcome you. Donald S. Swart is the moving spirit there, and deserves credit for his success in organizing such a fine bunch of display men. This makes six associations to affiliate with us this year and many more to hear from. Who will be the next?

This increased interest is not wholly by new members, either. Many of the old members are sending in their dues. This is always the best sign of progress. It is a sign you can bank on every time. Some have sent in too much money, but do not hesitate, for I will gladly refund the overage. Dues were reduced last year to $2, so those not having their 1916 cards kindly take notice.

Regarding membership fees, let me say they are $3. This was settled at the Board of Directors meeting at New York last August and it was again brought up a few weeks ago, and again settled by this same board at $3. This fee is to accompany the application blank.

What is needed most is co-operation on the part of members to inviting display men to unite with us. I recently had a letter from a display man saying he had asked several members for an application blank, expressing a desire to join, but none seemed interested enough to get it for him. He then wrote to this office and we now have his application. It is a fact there are a lot of enthusiastic display men just waiting for a personal invitation from some member. Why don't you ask the fellows in your city. Surely you are not the only one in your city eligible to belong, are you?

Don't be afraid to ask them to join. If they refuse you, it won't hurt. The association is going forward as never before. We have plenty of funds to carry the work through. There is enough due the association now to meet all expenses up to the next convention. We are not broke. More members coming in at present than ever at this time of the year. More recognition for the organization and the work we are doing from the progressive concerns who appreciate the value of our efforts towards better display advertising.

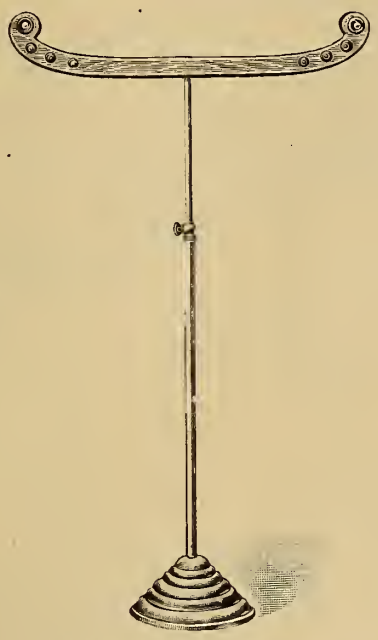
In a recent test as to the value of efficiency of the different kinds of advertising, window displays won first place, and interior displays, third place. Should it not behoove every display man to take a renewed interest in his chosen profession? Singly we can do but little, but united we are a force to bring our profession to a higher appreciation of its value.

It is up to you to boost the organization to your fellow display men in your city. We have just had some new leaflets printed which are designed to assist you in presenting the proposition to them. If I haven't sent you a few of them, write me at once. We want them out working. A post card will bring them. It is the best leaflet we have put out. President Edgell and Mr. Millward, chairman of the executive, have placed their O. K. on it before it went to press, and I am sure it will help you in presenting the proposition of organizing an association in your city.

Be a booster. We want YOU to help. No one member or officer can do it alone. We want our organization represented in every important city on the globe. We are now bounded on the north by Alaska, on the east by England, on the south by Porto Rico, on the west by California.

Wm. M. Meals of Valdez, Alaska, has just united with us, and we are pleased to welcome our brother from the far north. This is stretching our boundary line considerably. Mr. Meals is display manager for the Valdez Mercantile Co., general merchants of Valdez, Alaska. We are also pleased to welcome the following new members recently:

W. Murray Cordry, Rosenbaum Bros., Cumberland, Md.
Clarence C. Dry, Pryor, Okla.
W. W. Van Gorden, The Fashion, Olean, N. Y.
Eugene H. McKeehan, Renberg Clo. Co., Tulsa, Okla.



An Artistic Display Stand

It has a handsome top or cross piece made of hard wood in a Circassian finish. The standard is substantially made of metal and well mounted. Write for prices and particulars.

Palmenberg

New York

Have your name entered on our lists for the catalogues we are about to distribute among interested and interesting display men everywhere.

J. R. Palmenberg's Sons

ESTABLISHED 1852

The Palmenberg Building

63-65 West 36th treet, New York

Factory: 89 and 91 West 3rd Street, New York

30 Kingston Street, 110 Bedford Street } Boston

10 and 12 Hopkins Place Baltimore

TELEPHONE RAVENSWOOD 2813

M. DETTELBACH

DRY GOODS

LADIES AND GENTS FURNISHINGS

5557 N. Clark Street

CORNER BRYN MAWR AVENUE

Chicago, March 1st, 1916.

Chicago Display Managers School,
306 W. Jackson Street,
Chicago, Illinois.

Attention Mr. L. A. Brady, President.

Dear Sir:—

When I first decided to send my son Arthur for a course at your school I did not realize that later on it was to mean so much to me, and what big returns it would bring me in the improvement in my store.

The boy is greatly enthused over the wonderful progress he made in card writing and window trimming under your Mr. Hess and Mr. Weiss, and I want to say right here and now that any merchant, who has a son or clerk in his employ who has a little ambition, will do well to place him in your school for training and I wish to add that you are at liberty to use my name in this connection any time you see fit.

Again thanking you for the personal interest taken in my son while at your school, I am

Yours very truly,
MAX DETTELBACH.

Read This Letter

and learn what one Chicago merchant thinks about what we have done for his son.

You Can Gain

this advantage for your store by sending your son or one of your clerks here to learn this interesting work.

Write for one of our handsome reference books. Sent free for the asking.

SHOW-CARD WRITING	**WINDOW TRIMMING**
SALESMANSHIP	**ADVERTISING**

CHICAGO DISPLAY MANAGERS SCHOOL

304-306 W. Jackson St. **CHICAGO, ILLINOIS**

SIGNIFIES QUALITY

Ben E. LaMaster, J. V. Walker & Son, Herrin, Ill.
Oran F. Harris, Herrin Supply Co., Herrin, Ill.
Geo. Berg, Jr., Oppenheim & Co., Chicago, Ill.
L. D. Slack, Coffland Bros., Richland Center, Wis.
Geo. E. Vallis, Hall, Kaul & Hyde, St. Marys, Pa.
Alfred Eliason, Oscar Forton, Stoughton, Wis.
H. L. Fullerton, David Dept. Store, Moscow, Ida.
Wm. H. Penney, Sondheim's, Reading, Pa.
R. A. Lehrke, The Toggery, Mesa, Ariz.
Fred G. Tibbets, Forbes & Wallace, Springfield, Mass.
F. Geo. Schuehle, Ocomosco, Wis.

We are also pleased to have S. B. Moore of San Bernardino, Cal., with us again, and boosting for the association in the West. From the letters I receive daily you may all expect to see many of the old faces at the convention next August. We will also see more new faces than ever before. Look over the foregoing list of new members and see the wide territory they represent.

Just a word to any display man reading the foregoing who is not a member, I want to extend to you my personal invitation to unite with us, and I will also extend the invitation of the I. A. D. M. for you to unite with us. If you will drop me a post card, giving me your address, I will see that you get the necessary application blank. Write me TODAY. We need you. And you need us.

P. W. Hunsicker,
Secretary, I. A. D. M.

Birmingham Display Men

THE local branch of the I. A. D. M. of Birmingham, Ala., is composed of an exceedingly busy bunch of hustlers who have been accomplishing wonders for themselves and their employers since their organization was formed about two years ago. The membership of this local branch now includes all of the first-class display men in Birmingham, and all of the progressive and up-to-date stores of the city are represented.

The latest achievement of the Birmingham boys was the exceptionally successful Fashion Week that was conducted during the week of March 13-18. The merchants uniformly declare this to have been the most successful occasion of the kind ever attempted in Birmingham and freely accord to the display men's organization a generous share of the credit. Never before, they say, has Birmingham been so dressed up. This applies not only to the show windows and stores but to the remarkably fine street decorations. A group picture of this bunch of live wires is shown here.

The local boys were called in by the Business Men's League and given charge of the decorations for the streets and other arrangements. The contract for the street decorations was given to Mr. S. A. Jones, a member of the local club, and the official emblem of Fashion Week was a handsome and appropriate plaster of paris placque designed by President Friedman. The emblem was used as part of the decorations of the streets, two being suspended to each "White-Way" post, and it was also used for a spring show card in all the windows. The windows were all unveiled at 8 o'clock Saturday night. The signal for "curtains off" was the firing of three great aerial bombs and the blowing of whistles. Enormous crowds gathered to witness the first show of the Spring Fashions. A feature of the week was a Fashion Ball, held at the Tutwiler hotel, Thursday night.



BIRMINGHAM, ALA., BRANCH OF THE I. A. D. M.

Bottom Row, Left to Right:—W. E. Leighton, Loveman, Joseph & Loeb; A. W. Carroll, Loveman, Joseph & Loeb; Ray R. Williams, Green Drug Co.; A. H. Williams, Williams Music Co.; A. G. McKinnon, J. Black's Sons; L. Kadis, Louis Pizitz. Middle Row, Left to Right:—John Freeman, Burger D. G. Co.; H. W. Hoile, Loveman, Joseph & Loeb; Sam Friedman, J. Black's Sons; F. O. Farrabee, D. & A. Rich Co.; S. Stuart Riddle, Drennen Co.; J. E. Gallagher, Wimberley & Thomas. Top Row:—M. Waldman, L. Pizitz; W. C. Lawley, Loveman, Joseph & Loeb; Joe Robinson, Parisian Co.; T. H. Cunningham, Wormser Hat Co.; G. H. Hayden, Odum, Bowers & White; C. H. Shaudt, Kinney Shoe Store; R. I. Morton, Drennen Co.; Will Nealens, Goldstein's.

LEARN TO
PAINT
SIGNS
and SHOW CARDS
THERE'S MONEY IN IT



Every man who completes my course is capable of tackling any job in any sized town. The work is fascinating, profitable and plentiful. You can make your own cards and signs—you can get a bigger salary by being a trained man or you can go into business for yourself.

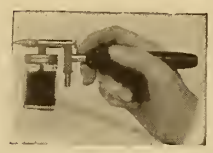
Earn $18 to $45 a Week—Easily

Every graduate gets a life scholarship which gives him the value of all our future work—he can ask questions and get ideas anytime. We teach the new up-to-date designs and ideas—nothing old and discarded—17 years successful teaching—Write for **Free** Literature, testimonials, terms—start now.

The Detroit School of Lettering

Dept. 1804 **Detroit, Mich.**

PRACTICAL AIR BRUSHES
are
Simple, Durable,
Easy to clean and operate.



No. 1. Price $7.00
(Patent Applied For)

Now being used by display men and card writers everywhere. These models are found practical for use in Tinting Show Cards, Price Tickets, Signs, Photographs, Back-grounds, Artificial Foliage, Wax Figures, Papier Mache Forms, etc.

Practical Air Brush No. 2
PISTOL GRIP and TRIGGER AIR RELEASE



Price $8.00

PATENT APPLIED FOR

Address Dept. M. Manufactured by Send for Circulars
Economy Manufacturing Company
4755 London Avenue, Chicago



NOW COME OUTDOOR DECORATIONS

Long years in the business have given us practical experience and a knowledge of just what is most effective and economical for Outdoor decorations, such as Automobiles, Floats, Booths, Store exteriors, etc.

We Have a Supplement

to our large catalogue, which not only gives you descriptions and prices of flowers, vines, etc., suitable for Outdoor decoration but in this supplement we illustrate and describe many ways of decorating Automobiles, Auto-trucks, Motorcycles, etc.

Our Special Service for Display Men

Many men connected with the leading stores of America are availing themselves of our *free service,* which includes sketches, plans and ideas for laying out and planning the proper decoration of show windows, store interiors, etc.

Remember this service is absolutely *free* and if you have not taken advantage of this service you have been missing something that would save you a great deal of time and money. Send for our illustrated catalogue in colors.

The Botanical Decorating Co., 208 W. Adams St., Chicago



THE BALTIMORE DISPLAY MEN'S DINNER

Baltimore Banquet

THE DISPLAY MEN'S CLUB of Baltimore held its first banquet on George Washington's Birthday in the Blue Room of the Hotel Emerson. David Jones of The Hub presided, and proved a skillful and eloquent toastmaster.

The meeting did much to bring the men closer together and to raise their art to a higher plane. These ideals were the topics discussed by the speakers and there was mutual interchange of ideas that will benefit all.

The club organized only a few months ago, yet the membership has grown rapidly and it is anticipated that every display man in the city soon will affiliate. Mr. Jones also told of the work that had been accomplished in organization and gave an insight into the future.

H. J. Breslau of Washington was the principal speaker. He outlined some of the things the club should strive for in improving conditions. An invitation was extended the club to attend the Washington meeting and dinner next month. J. Madison Carroll of Washington brought the invitation to the local club. Baltimore display men present were:

A. C. Barker, A. Mangano, Thomas J. Mardaga, M. Bernard Cloney, J. W. Herbert, John A. Wise, Louis Hartman, B. Parker, W. Gillingham, Frank Schwartze, R. B. Yingling, David Jones, William A. Chait, H. E. Phillips, Harry J. Bass, S. D. Rosenblatt, Joseph G. Werning, Harry Rockel, I. L. Sacks, Harry E. Gareis, A. G. Cofen, A. R. Frank, Paul Patterson, H. R. Yingling, E. C. Berg.

Visitors from Washington, D. C., were: Henry J. Breslau, J. Madison Carroll, Arnold Orustil, M. Hanlin, J. D. Hughes. H. L. Davis of New York was also a guest.

The Banquet Committee consisted of A. Mongano, A. C. Barker, M. B. Cloney, Thomas Mardaga, I. Glaser.

Mail Order Competition

ONE OF THE favorite editorial topics of the small town newspaper is the big city mail order house and the manner in which that enterprising concern continues to encroach upon the local retailer. That there is plenty of reason for such editorials there can be little doubt but the point not always emphasized is that the local retailer is himself responsible in a large measure for the loss of his customers. How the catalogue house competes with the retailer was explained recently by Harmon Rosenfield, advertising manager for Sears, Roebuck & Co., in an address before a convention of advertising men. Mr. Rosenfield said:

"We have a bureau whose duty is to read each week the country newspapers from all over the country. There is not a paper of any consequence in our trade territory that our bureau does not get. This bureau looks over these papers and whenever we find a town where the merchants are not advertising in the local paper, we immediately flood that territory with our literature. It always brings results far in excess of the same efforts put forth in territory where the local merchants use their local papers."

The mail order houses are prosperous because they advertise in fields where their local competitors do not advertise.

Quality First!



"Perfect Stroke"
Brushes and Supplies

make the cleanest, clearest and most attractive cards for show window and inside use.

Doubtless your store has made elaborate plans for Spring and Summer business, but have you prepared to dispose of this stock in the proper way?

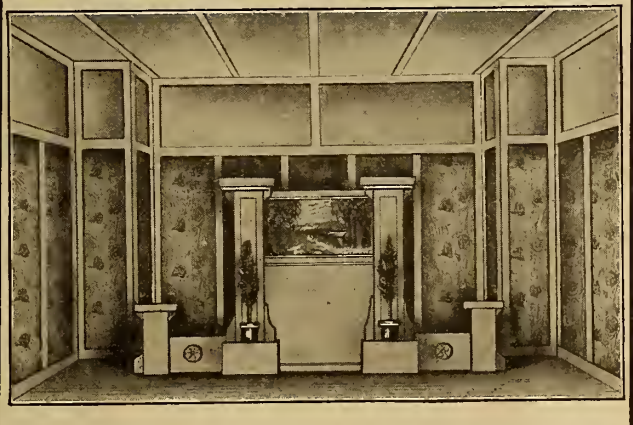
Attractive cards, well written, forms the best medium for telling your customers about your stock—in your windows and in the store.

For the handsomest cards—for the best work—for the greatest advertising value—you need *Perfect Stroke Brushes and Supplies.*

Our Scenic Panels, Posters and Air-brushed Cards for Spring Displays spell "Good Advertising" in capital letters. Ask for our Spring Circular.

Write to Dept. M-4 for our new catalog. From the catalog you'll note a reasonableness of price. From our Brushes and Supplies you'll note a superiority of quality.

BERT L. DAILY
New Advertisers Bldg., Dayton, Ohio



For Window Displays and Special Settings

Use the only material that has all the beauty of hardwoods at less cost than the price of common lumber; that can be shaped into every desirable architectural form and made to serve as background for every variety of merchandise. It is

CAREY **Ceil-Board** SUPERSEDES PLASTER For **Backgrounds and Booths**

Plain gray, Circassian Walnut, or Golden Oak Panels, in sizes that are easily and economically handled. Our book "Window Back-Grounds" shows a number of attractive window treatments in Ceil-Board and gives detailed instructions for making them.
Write today for your copy.



The Philip Carey Company
General Offices
1030 Wayne Ave., Lockland Cincinnati, Ohio
Fifty Branch Offices and Warehouses

Culver NEW YORK

Washable Wax Figures

Culver wax figures have the *only perfect washable finish* ever applied to a wax figure.



Bust Model No. 125. Form Model No. 148. Arms Model No. H

We *positively guarantee* that they can be washed with ordinary soap and water without the least injury to the soft, velvety skin finish.

Complete instructions will be mailed to every customer.

Manufactured by

IRWIN G. CULVER CO., Inc.
60 E. 8th St. New York City

For Our Advertisers

Classic Ornaments

If our readers contemplate building period backgrounds, screens, plateaux, etc., we would suggest that they get in touch with the Ornamental Products Company of Detroit, manufacturers of Lignine (Wood) Carvings, Unbreakable. They in connection with manufacturing a





large line of practical modern designs show a large line of characteristics, of the Adam, Louis XVI and Queen Anne Periods in their new catalog.

Adam and Louis XVI characteristics are well adapted for the ornamentation of backgrounds, screens, plateaux and window furniture. We would suggest that display managers who haven't their No. 8 catalog, send for it. It is free and a sample goes with it.

A Fine Line of Valances

Today every merchant and display man recognizes the practical necessity of an appropriate valance to add the finishing touch to a show window. For this reason, all who are interested in show windows will take a good deal of interest in looking over a new catalog of sun-fast valances manufactured by the National Decorative Company of 538 Federal St., Camden, N. J.

This is called the Na-De-Co line and it is notable not only because of the beauty of the designs but for the great variety in which they are shown. Many of the patrons are carried in stock and can be shipped immediately upon receipt of the order. Special designs that must be made to order are also turned out promptly as this concern had a modern, well equipped factory. The new catalog is well worth a careful examination. It will be mailed to anyone for the asking.

A Paint Substitute

OCCASIONALLY it happens that the display man has to paint an outdoor booth or something else where a considerable quantity of weather proof paint is required. If regular paint is used and the job is a big one, the cost will be considerable.

A whitewash that is almost as serviceable and cheaper than the cheapest paint for wood, brick or stone has been used by the United States government for whitewashing lighthouses. It has also been used to embellish the east end of the White House in Washington. The whitewash is made as follows:

"Slake half a bushel of lime with boiling water, cover during the process to keep in steam, strain the liquid through a fine sieve or strainer, and add to it a peck of salt, previously dissolved in warm water, three pounds of ground rice boiled to a thin paste and stirred in while hot, half a pound of Spanish whiting, and one pound of clear glue, previously dissolved by soaking in cold water and then hanging over a slow fire in a small pot hung in a larger one filled with water. Add five gallons of hot water to the mixture, stir well and let it stand a few days, covered from dirt. It should be applied hot, for which purpose it can be kept in a kettle or portable furnace."

By the addition of coloring matter, states Prof. Geo. Olson of the State Experiment station at Pullman, Wash., various shades of color can be obtained. The coloring matters generally used are ochre, chrome, Dutch pink, raw sienna for yellows and buff; Venetian red, burnt sienna, Indian red or purple brown for reds; celestial blue, ultra-marine, indigo for blues; red and blue for purple, gray or lavender; red lead and chrome for orange; Brunswick green for greens.

Yellow ochre added to the whitewash gives a cream color; lampblack or ivory black produces a pearl or lead tint; four pounds of umber to one pound of Indian red and one pound of lampblack makes fawn; and four pounds of umber and two pounds of lampblack produce the common stone color.

A Novel Window

IN THE WINDOW of the Porter Motor Sales Company of Boston there was recently a very good decoration in which a Regal automobile was the central figure. It represented a hunting scene. And it was very realistic. There was a car in one corner and the owner had gotten out and decided to take it easy while waiting for game.

So he was amusing himself playing solitaire. To get a table he used one of the removable doors. This was placed on the stump of a tree and then he sat down to enjoy the quiet of the woods. His rifle was resting against the car.

To make it more life-like there were some live rabbits running around. The trees and dead leaves were real.

At night when the windows were lighted passers by in motor and street cars wondered whether the man in the window playing solitaire was real or merely a figure. The moving rabbits made it appear that the man was alive and in a number of instances motorists stopped and walked up to the window to examine it to settle the question.

A REASONABLE amount of confidence in one's ability is a big help toward success, but the display man who thinks he knows it all is pretty sure to find out to his regret that he has made a big mistake.



The Decoration Beautiful

BER-ZER SCENICS *for the* EASTER DISPLAYS

are chosen by the Display Men who seek the better things in Decorative Effects—who recognize that artistic, correctly designed Scenic decorations are a necessary part of their Displays—and who are keen for that distinctive, attractive and individual touch which only BER-ZER Scenics can give.

Sketches and estimates furnished on request. Send for Booklet

BER-ZER STUDIO, Dayton, Ohio

Use only BER-ZER Brushes and Supplies
Catalogue free

You Cannot Improve on Nature



Near to Nature's Heart Packing Beaven's Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows.

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	$1 00
2	200 sq. feet	20 lbs.	2 00
3	300 sq. feet	25 lbs.	3 00
4	400 sq. feet	30 lbs.	3 50
5	500 sq. feet	40 lbs.	4 00
6	600 sq feet	50 lbs.	4 50

All of you Merchants have advertised your stores as the stores of quality. You would scorn to offer your public makeshift in merchandise.

Why Not Be Consistent?

Artificiality in decorations is an insult to the intelligence of your patrons.

Use Beaven's Natural Greens for Your Decorations

		Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft.	10c	$1 00	$ 6 00
As beautiful as palms in decorations.	3 ft.	15c	1 50	9 00
	4 ft.	20c	2 00	11 00
CHAMAEROPS PALM LEAVES	25c per doz.		$2.50 per 100	
SABAL PALM LEAVES				

		Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft.	15c	$1 50	$11 00
Our native palm plants with their roots removed.	4 ft.	20c	2 25	15 00
	5 ft.	25c	3 00	20 00
SOUTHERN GREY MOSS	25 lbs. sack $3.00			

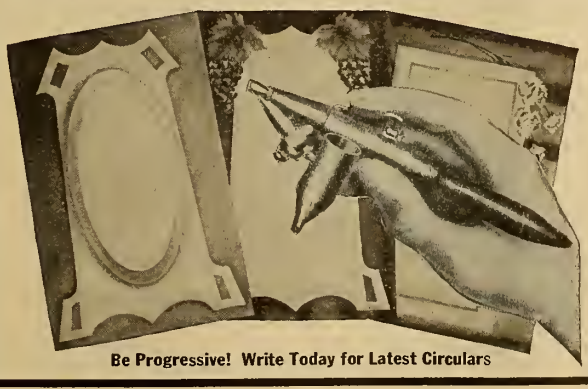
Try a bag of Beaven's Natural Green Sheet Moss, 100 square feet $2.50, an ideal covering for the chicken yard for all of you who contemplate having a chicken or rabbit yard in your store for Easter should use this moss.

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates. 25 per cent less than regular merchandise rates

EDWARD A. BEAVEN
EVERGREEN - - ALABAMA

PAASCHE'S FAMOUS 3-IN-1 AIR BRUSHES



Be Progressive! Write Today for Latest Circulars

Not only excel in efficiency but they win your confidence, and attractive work produced by them will gain for you

Better Business and Greater Earning Capacity

Where speed, dependence and durability count Paasche Air Brushes are always in use among the leading show card writers, sign painters, window trimmers and decorators.

Paasche Air Brush Co. 5 South Clinton Street CHICAGO



—found! the BOOK that tells you the HOW for every Retail Advertising problem of *your* store

This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturers and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

500 Different Subjects

Among them the following: Ad Building, Advertising Ideas, Words to Use, Use of Prices, Displaying Items and Prices, Preparing Advertising Copy for the Printer, Use of Type, Use of Illustrations—advertising every department of the store (a chapter devoted to each department), How to Get Assistance from the Local Papers, Advertising for Each Month of the Year (a separate article for each month), Season Advertising (an article for each season), General Advertising (Booklets, Circulars), Newspapers, Bill-boards, Show Windows, Delivery, Classified, Educational Features, Co-operation, Honesty in Advertising, Individuality, Schemes, Premiums, Street Car, Mail Department, How to Write Advertising, How Much to Spend, Bookkeeping and System, Catalogue Making, Advertising Your Town, Special Sale Advertising, with examples, Correspondence, Competition, Describing Items, Interior Display, Card Writing, Headlines, Humor in Advertising, etc.

1000 Advertising Phrases

That alone are worth the price of the book. Hundreds of the very latest types of illustrations with valuable chapter on Chalk Plate Making, Parcel Post, etc., etc. This book is used as a text book by the Koester School in its Advertising Classes, and this new and larger edition has been thoroughly revised by the Advertising Instructor of this school.

Will Increase Profits

Every store must do some advertising. Every store should have this book, as it will answer any question which may come up relative to the store's advertising. It is a complete reference library, fully illustrated. **This entire volume is devoted exclusively to the subject of Retail Advertising.** Bound in full cloth, sent postage prepaid any place in the United States (money must accompany all orders).

Only **$2.00**

Book sent prepaid to any address upon receipt of price. MERCHANTS RECORD & SHOW WINDOW, CHICAGO



This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

8 New Year's Windows.
White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
Washington's Birthday Windows.
8 St. Patrick's Day Windows
Spring Opening Windows.
Easter Windows
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
6 Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
5 Thanksgiving Windows.
4 Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
10 Sale Windows.
Bas Relief Backgrounds.
Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50.

Merchants Record Co., 431 So. Dearborn Street Chicago, Illinois

Everything for Floral Parades



Our catalogue shows all the material used for Decorating Autos. Numerous illustrations will help you.

Send for our Catalogue

L. Baumann & Co.

357-359 W. Chicago Ave.

CHICAGO

OUR CATALOGUE IS FREE

WRITE NOW

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Window Displays

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames. Units, Flower Boxes, and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading display men throughout the country.

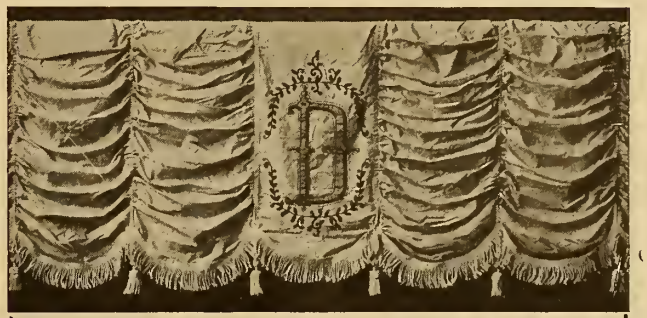
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Hardware Window Dressing $2.50 Half Price $1.25

Sales Plans $2.50 Half Price $1.25

The contents of each and every book in the above list is clean and complete, only slight damage can be found on any book. Occasionally a cover has become slightly faded from exposure in the show window, another has a slight scratch, while the print on the cover of another may be a little imperfect, but to clean out this stock, we will accept ***just half price*** and upon receipt of remittance, prepay to any address any of these books ordered.

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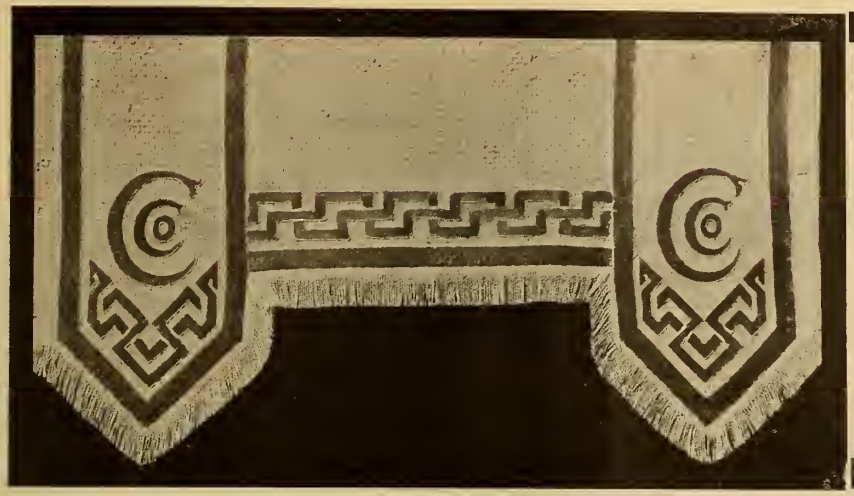


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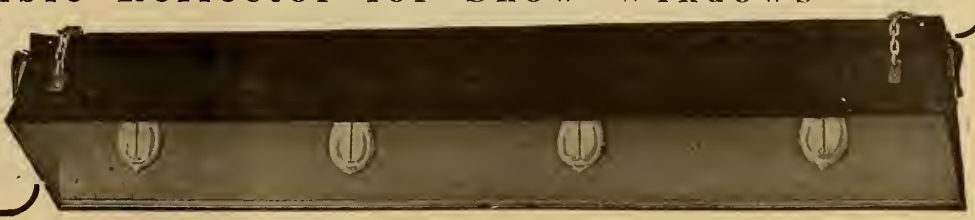
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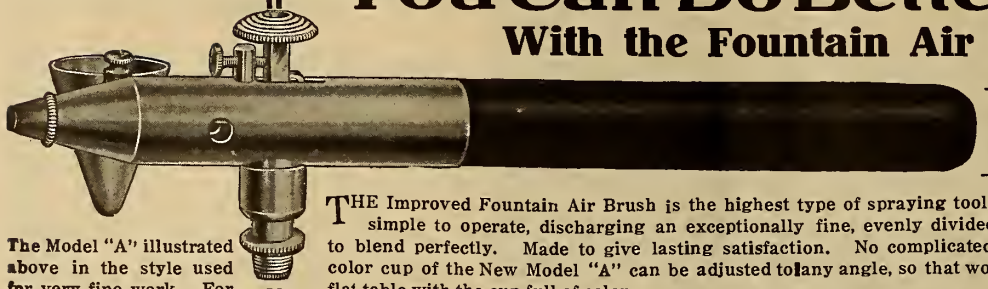
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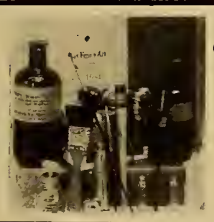
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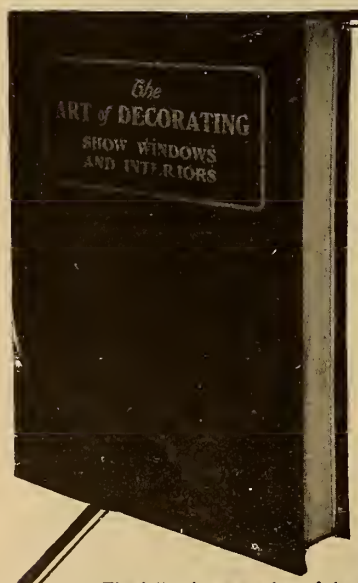
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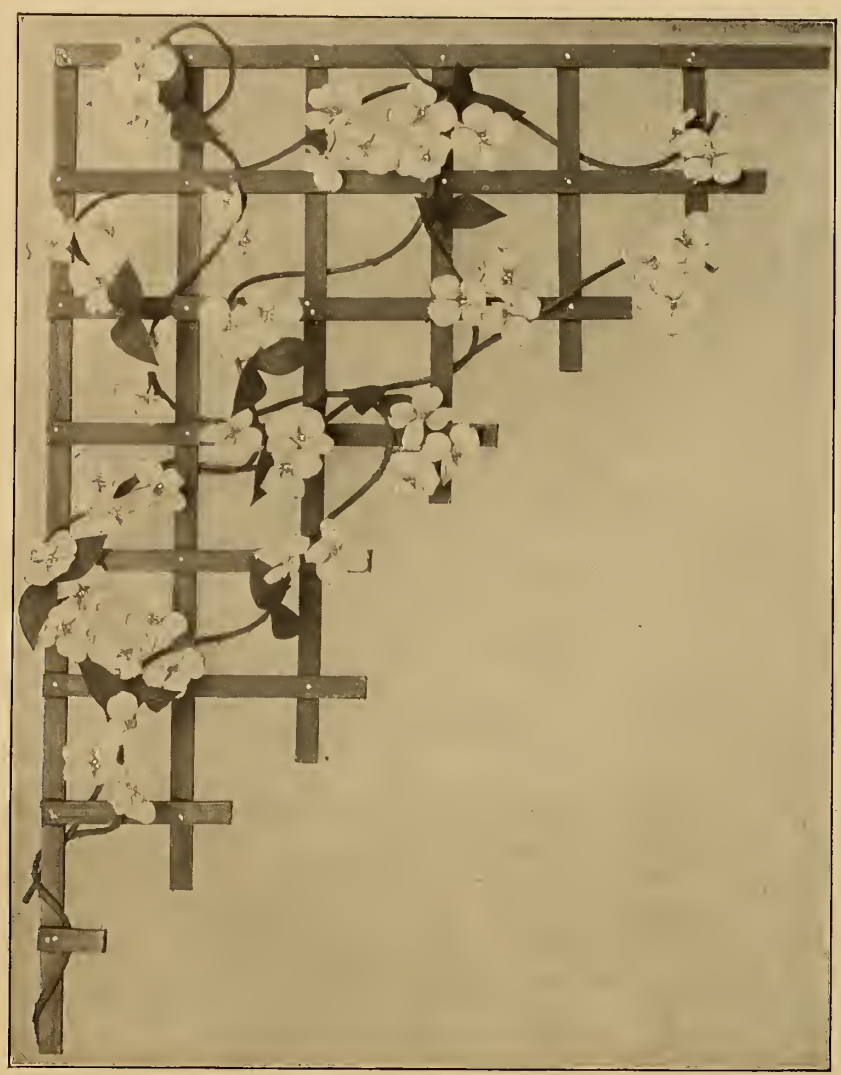
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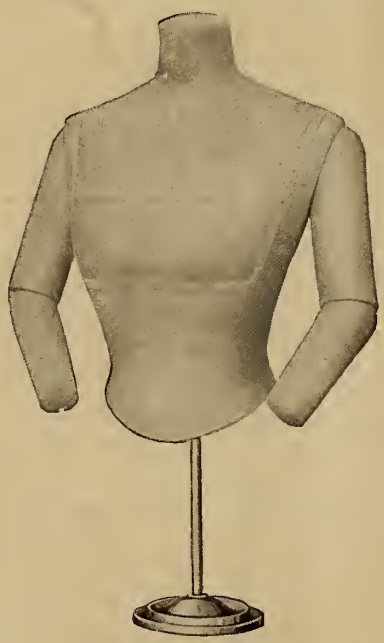
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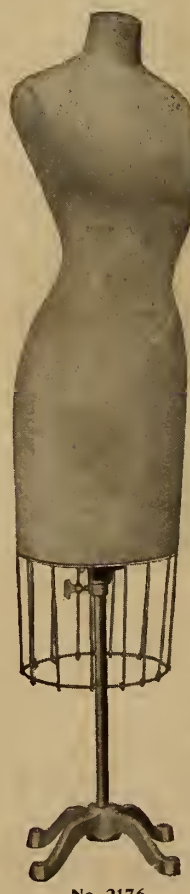
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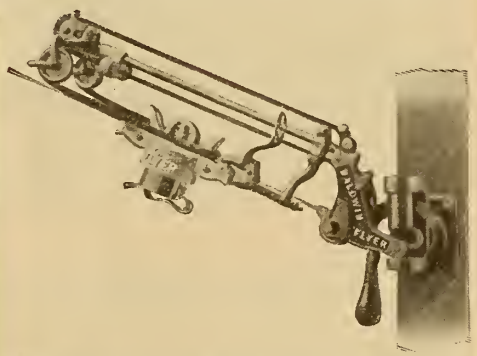
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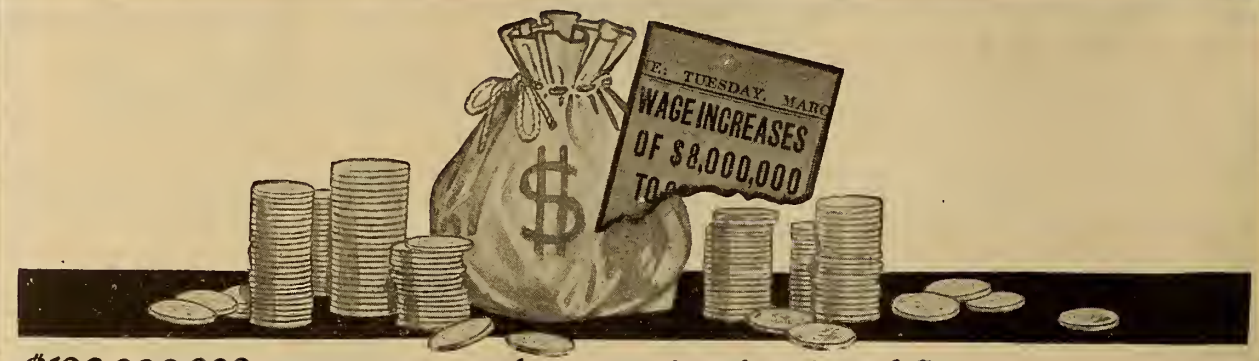
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¶ You can depend upon Great Western Wax Figures to give complete satisfaction—to last and look well as long as you expect them to. Our system of manufacture and inspection insures this.

¶ Every figure we send out is perfect—it has to be perfect in material, modeling, workmanship and finish or it cannot pass the rigid inspection to which every figure is subjected.

¶ Compare any of our wax figures with those of any other and you will immediately see the difference. There is character and distinction in every head we make. Our wax people look like living people. They are quite different from the simpering effigies frequently seen in windows.

¶ But the difference in Great Western Wax Figures goes deeper than the surface. They are made from the best materials obtainable and will last and keep their appearance as long as you want them to. They are built not simply to sell on the strength of their handsome apeparance but to give lasting satisfaction.

¶ Our line of wax figures is now wonderfully complete. It comprises a large variety of true-to-life types among which any display man can find exactly what he wants at the price he wants to pay.



Our metal and wood fixtures of which we have a complete line are fully up to the standard of our wax figures. Send for our catalog now.

Great Western Fixture Works

616 Medinah Bldg., 178 W. Jackson Blvd. CHICAGO

Pick Out Your Show Cases



Before you buy Show Cases study the question. Get a fund of information first.

OUR complete Manual on Show Cases and Modern Store Equipment will be sent any merchant free on request. Over 282 illustrations. Instructions complete for making your own estimates. Get it. Study it.

Send now for this
Quincy Special
Catalog 22

Quincy Show Case Works
Quincy, Ill.



Luxfer and Daylight —their *importance* in your store

The greatest "daylight" enthusiast is the merchant who really has it in his store; for one cannot fully appreciate what Daylight means to a store until he experiences its many advantages. Customers, clerks, everybody and everything in a store are readily seen. Sales are accomplished much more cheerfully with less "nerve or eye strain."

If you haven't a Luxfer installation which delivers Daylight, you should not hesitate in installing Luxfer at once. It will not only help business by improving business conditions for **doing business,** but will cut your light bill to a great extent — in many instances Luxfer cuts it almost in two.

Luxfer is as "seasonable" as Daylight itself and summer or winter, every day in the year you will appreciate Daylight.

55,000 Luxfer installations are a monumental proof of what they are doing in Daylighting stores throughout the country, large and small. As each merchant is naturally interested mostly in his own problem—let us show you what Luxfer will do for you.

Luxfer* in your *store
—is money in your pocket

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 310 W. Michigan St.
DETROIT, Builders' Exchange.
KANSAS CITY, 909 N. Y. Life Bldg.
NEW YORK,, 507 W. Broadway.
NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut st.
ROCHESTER, 38 Exchange St.
DALLAS, Builders' Exchange.
SAN FRANCISCO, 1113 Hearst Bldg.
LOS ANGELES, 1835 S. Main St.

Low Priced Decorations *for* Floral Parades

Floral Parades have been growing in popularity each year and this season there will be more of them than ever before. Are you going to hold a parade in you city? If you are, write to us at once. We can save you a lot of money and can furnish you with just the kind of decorations you want to make a big showing. Send a postal for our big Catalog.



Why We Can Undersell Others

Our big new factory is equipped with the most modern machinery and we have on hand an immense stock of materials bought before the advance in prices.

For these reasons we can turn out large quantities of goods at the lowest possible prices.

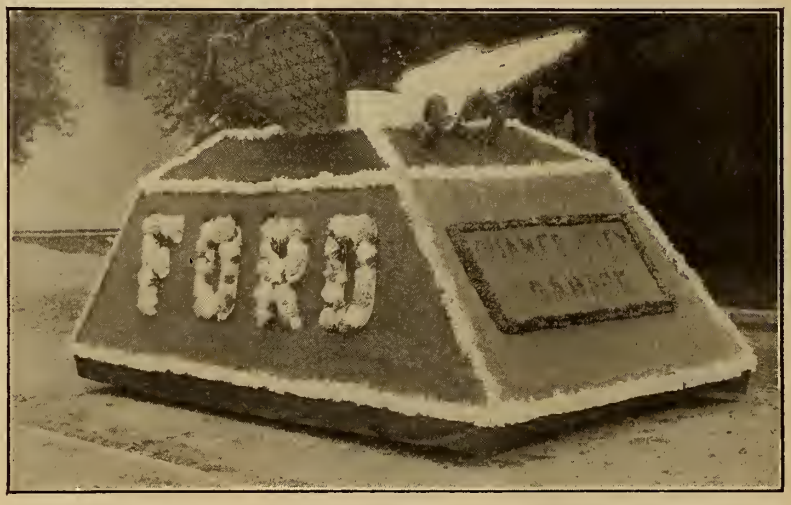
Compare our goods and our prices with those of any other dealer and you will see at once what an advantage it is to buy from us.

Why Our Designs Are Better Than Others

Our designing department is in charge of an artist who thoroughly understands the requirements of the decorator and display man.

Every flower that comes from our factory must be perfect in color, shape and workmanship.

Our modern machinery and force of expert workers enable us to turn out a uniformly perfect product at a fraction of what it costs other makers to manufacture common flowers.



Send for Our Special Supplement on Floral Parades

We will be glad to give you any information you may need as to Floral Parades. Our expert decorator will give you instruction as to decorating cars, floats or trucks if you need it.

REMEMBER that our lowest priced flowers and all other decorations are always perfect in color, shape and workmanship. You are sure to be satisfied with Botanical products no matter what price you pay. — Write to us today.

The Botanical Decorating Co., 208 W. Adams St., Chicago



Lost in the U. S. Mails



On account of proof of our last month's full page announcement not reaching us although mailed in plenty of time by the publisher, several of the stock numbers and prices were erroneously quoted. We call special attention to the corrected numbers and prices appearing in connection with the various items below.

The high standard of "Lyons" products must be maintained; therefore, in the face of continually rising prices of raw material, we are obliged to make slight advances in selling prices.

Anyone telling you he can sell fixtures at the old prices and maintain the standard and quality is fooling you and fooling himself worse. It can't be done.



"Attitude Figure"

This new figure is natural and graceful in its pose, there is a ball-and-socket joint at the waist which allows for special posing of the bust. The legs from the knees down are finished in our special flesh colored enamel. The balance of the form is covered with White Jersey, mounted with a three-quarter head and three-quarter wax or papier-mache arms.

Price, as described, including shoes, net, $70.25



No. 568—Made of heavy papier-mache, mounted on a 7-inch round base and standard. The yoke is of our fine pink enamel finish covered with white jersey and velveteen belt. An ornamental cap finishes the neck.

Price, complete.Net, **$5.00**



No. 579—Made of the best papier-mache, finished with the most beautiful flesh colored enamel covering the entire bust, neck and arms. The waist is finished with a white sateen cover and trimmed with a velveteen belt. The form is mounted on a heavy 7-inch square base with a cast sub-base with feet.

Price, complete.....Net, **$11.75**

Ask Us About No. 658 Clothing Rack

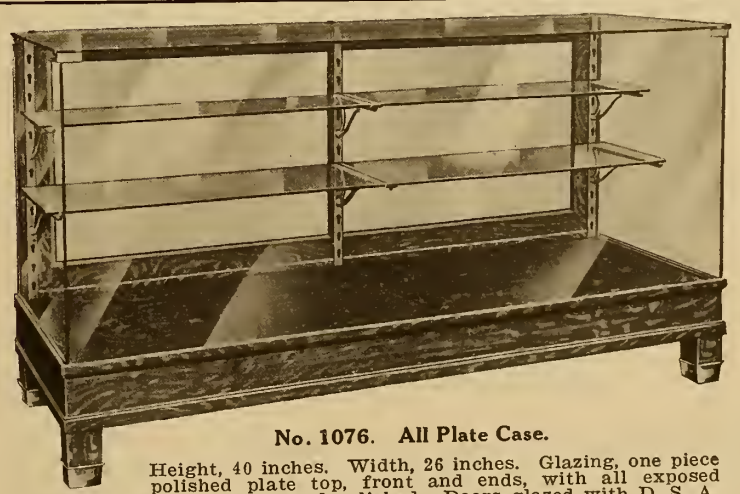


This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

We make a special hanger for use with this rack which keeps the waist in excellent condition.

Price, No. 949, complete Net, **$8,00**

Special Hangers, per 100 Net, **3.50**



No. 1076. All Plate Case.

Height, 40 inches. Width, 26 inches. Glazing, one piece polished plate top, front and ends, with all exposed edges ground and polished. Doors glazed with D. S. A. glass, and are furnished with recoil springs and rubber bumpers. Floor is paneled and made of same material as outside of case. Legs are 3x3 inches and 6 inches high, provided with brass caps and leveling devices. Interior has two polished plate glass shelves, 10 and 12 inches wide. Material is quarter sawed oak or birch mahogany, finished to suit. Shipped K. D. Weight 75 pounds per foot. Cases, 4-, 5- and 6-foot, have two doors. Longer have four doors.

Price, complete, per foot.....Net, **$11.75**

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier-Mache Forms, Wax Figures, Clothing Cabinets, Clothing Racks, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

Write for Catalogues and Prices

Hugh Lyons & Co.

802 East South Street, Lansing, Mich.

New York Salesroom
35 W. 32nd Street, near Broadway

Chicago Salesroom
234 S. Franklin St., corner Jackson Blvd.

Have you received your copy of latest issue of "COMPLETE DISPLAY" the beautiful Lyons' magazine?

THE DIAMOND SHOW CASE CO.

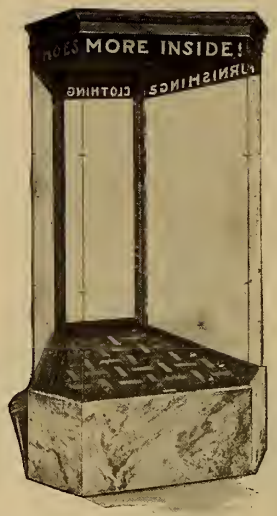


Make your entrance fairly shout your merchandise

Out Side Show Cases

will do this to an extent impossible through any other means

Write today for catalog

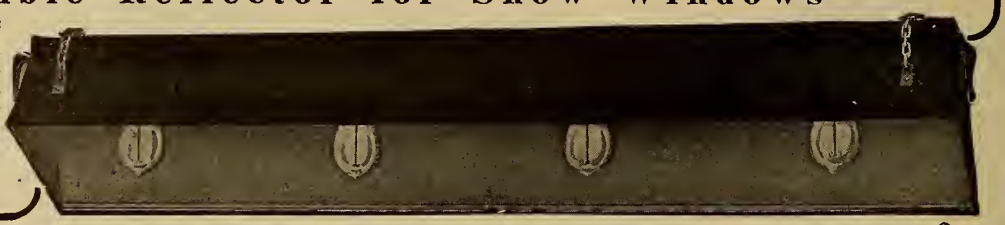


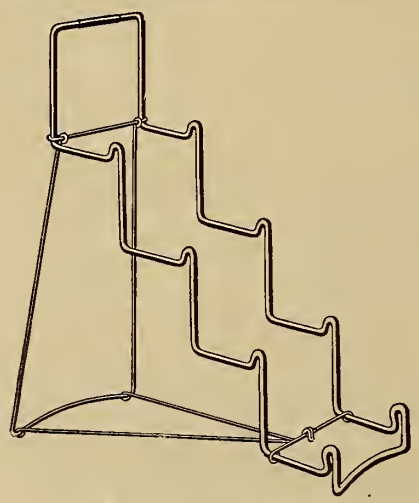
721 Liberty Ave. - PITTSBURG, PA.
2208 W. Superior - CLEVELAND, O.

Adjustable Reflector for Show Windows

Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



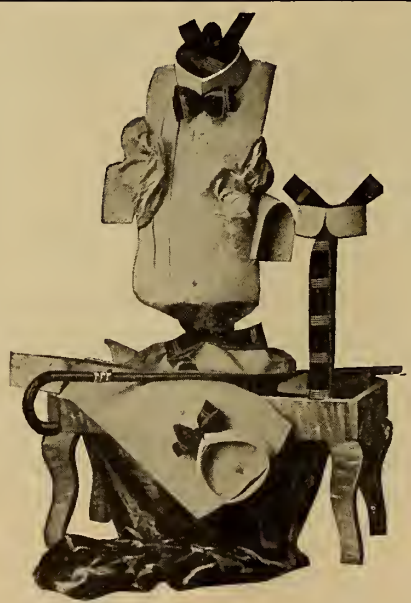


No. 0548 Gilt Folding Display Rack
The Decorator's Favorite

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West 20th St., New York City. We also show our lines of Wire Display Racks, Easels, Garment Drying Forms, Doll Stands and other Wire Specialties.

J. B. Timberlake & Sons
Manufacturers - - JACKSON, MICHIGAN



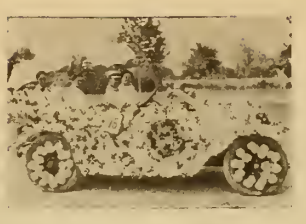
Just to Show!

Showing your goods properly is half of the selling. With our help you can easily make your windows become trade pullers.

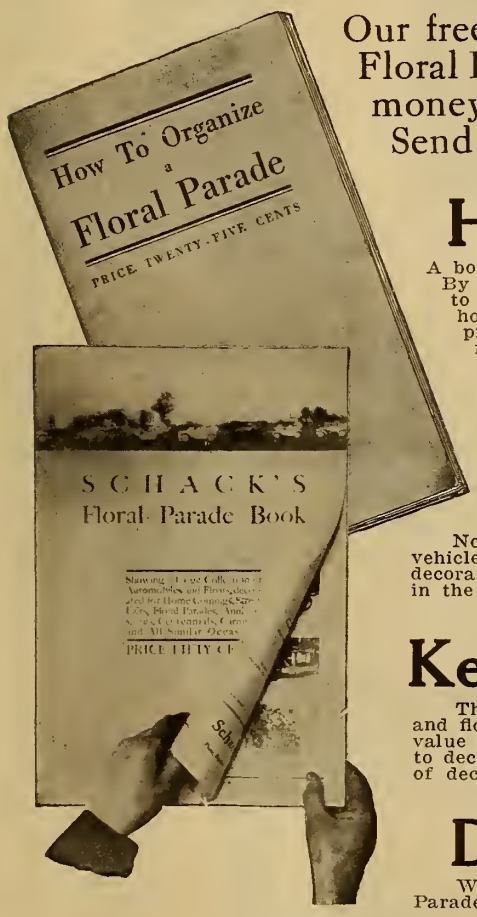
60 page catalog of modern trims for the asking.

POLAY FIXTURE SERVICE, Inc.
515-523 North Halsted Street
Chicago, Illinois






The Floral Parade Season Is Here Make the Most of It!



Our free books will tell you all there is to know about Floral Parades. How to organize them and how to make money out of them. Every detail is fully explained. Send for these books now.

How to Organize a Floral Parade

A book of 32 pages that explains fully how to organize and manage a Floral Parade. By following its directions the parade can be made a big success. It tells how to start the movement—how to appoint committees and what their duties are—how to classify cars—how to collect money for prizes—how to award the prizes and every other detail from beginning to end. This book is based upon information secured from managers of successful parades in all parts of the country. You will find this book a wonderful help.

Schack's Floral Parade Book

A complete guide for the parade decorator. 400 beautiful illustrations of decorated automobiles and floats that have appeared in Floral Parades in recent years. Most of them are prize winners. The pictures are fine and clear and will serve as a guide to the decorator. All are described.

No other book like this has ever been printed. It shows every kind of decorated vehicle from a big truck to a small pony cart. There are so many good ideas that the decorator can easily find something that will suit him perfectly. The best decorators in the country have contributed their ideas to make this a wonderfully valuable book.

Key to Schack's Floral Parade Book

This booklet gives an approximate estimate of the cost of decorating the 400 autos and floats shown in Schack's Floral Parade Book. It will be found of much practical value as it will enable the decorator to tell at a glance just about what it will cost to decorate a car in any style. You will find this key a great help in estimating cost of decorations.

Decorations for Floral Parades

We have the largest variety of standard and special decorations for Floral Parades of any Dealer in the world.

Schack's Book of Prepared Materials for Making Paper Flowers with Instructions

We have just issued a wonderfully interesting special catalog of cut paper and other materials for making artificial flowers. All of the flowers are fully illustrated and complete instructions for making them are given. This book will show you how to save money on any kind of decorations—Send for it today. It is FREE.

Schack Artificial Flower Co., 1739-41 Milwaukee Ave. CHICAGO






Bathing Suit Display Form



DISPLAY BY BEST & CO., NEW YORK



No. 131B

Let us send you the big additions to our Loose Leaf Booklet.

The illustrations herewith show our Bathing Suit Display Form dressed and undressed. The increasing use of this form by discriminating display managers is an endorsement of its effectiveness.

Bust and limbs finished in flesh colored guaranteed enamel.

When ordering mention whether you wish flat foot or raised heel, posed or straight legs.

The J. Kindlimann Form Co. 419-421 Broome St., New York City



Show Window Shades
Lambrequins and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us — will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your window trims that final completeness so necessary. Order now.

GET THE GENUINE

The Art Window Shade Company

2411 North Halsted St. Est. 1893 CHICAGO, ILL.

Write today for catalogue showing great variety of styles, designs, and prices.

"Regular"

SNOW WHITE FLUID

"REPEAT" ORDERS TELL

Sixteen Fluid Ounces — 2¼ lbs. Weight



Stirs Easily In Jar — Always Good

There are customers who order from me direct time after time. They say they have found just what they have been looking for a long time—"a good white."

Let me send you a trial introductory jar for $1.00. Express charges prepaid

J. W. JOHNSTON

P. O. Box 578 ROCHESTER, N. Y.

BUY DIRECT

Artificial Flowers

for all purposes

Windows, Stores, Halls, Churches, Street Parades.

Our Catalogue is Issued in Colors.

Send for Our Special Parade Catalogue Just from the Press.



L. Baumann & Co.

Leading Importers and Manufacturers

357-359 West Chicago Avenue

Chicago

STRAWS

Soon Will Tell the Way the Winds Are Blowing



Illinois Hat Wall Cabinet

Installations now mean thorough preparedness for Straw Hat Time.

This is one of the patented Illinois products that are to a large extent accountable for the popularity of the entire Illinois line of display cases.

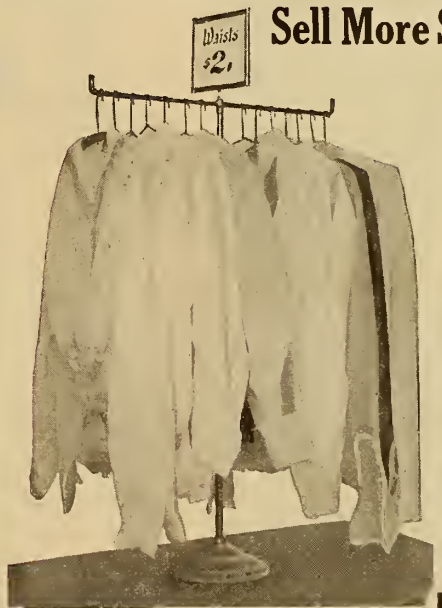
Each has many points of patented superiority that increase their efficiency and utility.

Send for our New Illustrated Catalogue

Which describes in detail the specifications of these superior cases.

Illinois Show Case Works

1731-39 No. Ashland Ave. **Chicago**



Sell More Shirt Waists

With This New

Indestructible Shirt Waist Stand

Shows from 12 to 24 waists in small space and is adjustable, so that it can be used on the floor or counter.

Shirtwaists hung up on a stand do not muss and soil. No loss of value and makes for rapid sales.

SEND IN A SAMPLE ORDER

Stands adjustable from 30 to 58 inches. Standard ⅝ cold rolled steel tube, inside standard ½ inch, Bessemer steel rod, cross bar 24 inches long with 5x7½ frame sign holder.

No. 720 Spun Brass Shell, 8 inch base, felted bottoms, any finish, per dozen, **$21.50.**

No. 721 Cast iron oxidized 8 inch base, per doz., **$18.50.**

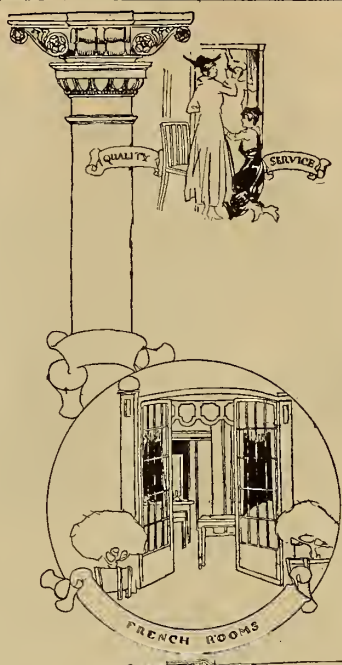
New catalogue of Heagany's Fixtures will be ready May 10th. Every store should have a copy.

THE D. J. HEAGANY MFG. CO.

Original Mail Order Fixture House

1121-23 W. Washington Boulevard CHICAGO

MONDAY, APRIL 10, 1916. THE GRAND RAPIDS NEWS. 3



The Re-arrangement of the Herpolsheimer Store

Displaying merchandise has always been an important feature of retail selling, but the more exacting public of today is not satisfied with the haphazard jumble of littered counters and tables, which sufficed a few years ago. Goods must be shown in such a way that their original cleanness and freshness may be preserved, hence the importance of modern dust-proof cabinets, glass cases and enclosed shelving.

The new fixtures of the Herpolsheimer store, which were installed by the Welch Mfg. Co. and the Wilmarth Showcase Co., of Grand Rapids, are the last word in modern and refined store equipment, and we have the makers' guarantee that no department store west of New York City is more modern in its appointments than the Herpolsheimer store.

Fashionable Wearing Apparel Shown From Most Modern Garment Cabinets

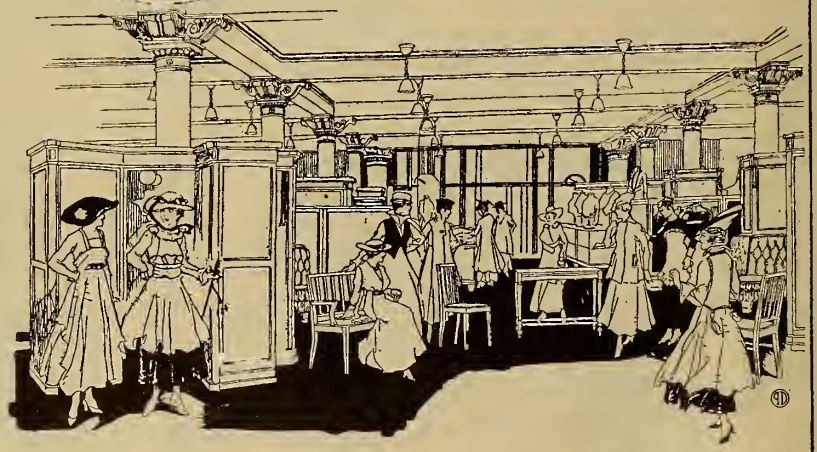
There is absolutely nothing newer or more practical in women's clothing fixtures than those that grace this spacious garment room on the Third Floor.

Magnificent dust-proof cases of English Walnut with massive nickel bars on which a hundred or more coats or suits may be hung, yet this entire group may be turned from end to end for convenient display without the least effort by the saleswoman.

The more delicate evening gowns, dancing frocks, theater wraps and party dresses are shown in beautifully furnished French Rooms, where one may select and try on their favorite apparel without being disturbed.

Leading from these French rooms are a series of small, but daylight fitting rooms, where garments needing slight alterations are fitted and made ready by experienced fitters.

HERPOLSHEIMER CO.



GARMENT SECTION, THIRD FLOOR



"Displaying merchandise has always been an important feature of retail selling." Thus says the most successful department store in the Central West. "But the more exacting public of today is not satisfied with the haphazard jumble of littered counters and tables that sufficed a few years ago. Goods must be shown in such a way that their original cleanness and freshness may be preserved. Hence the necessity of modern, dustproof cabinets, glass cases and enclosed shelving."

This merchant speaks by the card, for the store was planned and equipped throughout by the Welch-Wilmarth Lines. And there is no more modern and up-to-the-minute Store Furniture conceived than the Welch-Wilmarth.

Money may be earned by planning NOW—for installation when you are ready. Send for anti-obligation card.

Welch-Wilmarth Lines of Grand Rapids

Welch Manufacturing Co.
7 Lyon St.

Wilmarth Show Case Co.
1524 Jefferson Ave.

Grand Rapids, Mich.

Chicago, 233 W. Jackson Blvd. New York, 20 W. 30th St. Boston, 21 Columbia St. St. Louis, 1118 Washington Ave. Minneapolis, 21-23 N. Third St. Pittsburgh, House Bldg. Des Moines, 402 Court Ave. Helena, Mont., 106 Grand St. Roanoke, Va., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVIII
NUMBER 5

MAY, 1916

Single Copies
Twenty-Five Cents

PREPAREDNESS

EVERY STORE SHOULD BE EQUIPPED WITH ALL AVAILABLE DEVICES TENDING TO MERCHANDISING EFFICIENCY—GOOD FIXTURES PAY FOR THEMSELVES QUICKLY IN ADDED BUSINESS

THE MERCHANT who is endeavoring to get along with scanty, out-of-date store furniture and fixtures is laboring under a handicap which grows heavier and heavier with every passing year. Yet there are many merchants in this class and some of them are making money. They are fortunately so situated that they can make money in spite of their equipment. Viewed from another angle, they are losing money because they are not making the most of their opportunities. If they are not losing trade to local competitors, it is going to the mail order houses or to some other city.

Any store that can make money with old-fashioned, inadequate fixtures could certainly make a great deal more with modern equipment, for the day has arrived when the general public knows what good store service is and expects it. If good service cannot be had from one store, it probably can from another.

Good fixtures are a practical necessity in store-keeping today and they constitute one of the best investments the merchant can possibly make. This applies to all kinds of fixtures from cabinets and showcases down to card holders.

The merchant of today is indeed fortunate in the great variety of good store equipment he has to choose from. No matter in what line he may be, some manufacturer specializes on the production of fixtures designed especially to accommodate his class of merchandise. There are cases and fixtures for displaying nearly every article carried by the average department store.

The improvements that have been made in cases and cabinets for clothing and dress accessories for men, women and children are especially notable. These fixtures are now made on the same general principle of the sectional bookcase, being in units which can be added to or taken away from to meet the requirements of the stock carried. Instead of being made in any old size each compartment is built to carefully considered measurements to accommodate the particular article for which it is intended. No space whatever is wasted—every inch is utilized in some way and for this reason it is possible to carry and display a great deal more stock than with the old-fashioned fixtures. What this substantial saving of space means will be appreciated by every merchant who has a growing business.

The saving of space, however, is not the most important advantage of modern fixtures. Showing the goods is the main thing. The new cabinets and other fixtures are built to display advantageously as much merchandise as possible. No matter whether they are shirts or suits the fixture is so arranged that the customer can see the entire line without picking them out and showing them one at a time. Interior display is almost as important as show window display and the new cases, cabinets and shelving make it possible to show many times the number of articles that could be shown with old-fashioned fixtures.

Another advantage of modern fixtures is that they make a big saving of time for the salesman who can get at his stock much more conveniently and show it far more quickly than before. This point is fully appreciated by business men who are generally in a hurry. That the new style cases and cabinets are dustproof and keep the merchandise in the best of conditions goes without saying.

Possibly the best thing accomplished by modern fixtures is to save time and trouble and make shopping much easier for the customer. In other words, make better store service possible and in these days

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Plate No. 9353. A Spring Display by L. A. Manne for Chas. Trankla & Co., Grand Rapids, Mich.

This is quite a simple little setting that proved quite satisfactory for showing the costumes. Across the back and one side of the window was built a hedge made of foliage. This was about two feet high. At the left was a conical conventional tree made of the same foliage. Back of the hedge were arranged tall stacks of hollyhocks in spring colors. Intermingled with these flowers were other dainty spring blossoms. Several pieces of porch furniture helped out the setting.

the customer considers service almost as much as price and quality.

What has been said of fixtures for use inside the store applies equally to display fixtures for the show windows. Proper equipment is altogether essential to efficient window display and the display man should no more be expected to get along without tools than should the carpenter or mechanic. It is the height of folly for a merchant to invest considerable sums in permanent backgrounds and the salary of the display man, and then handicap the latter by a lack of really necessary fixtures.

It is true that a capable display man will manage to get along on his own resources and will put in presentable displays with makeshift fixtures of his own devising, but he could do infinitely better were he supplied with necessary equipment. If a merchant can afford to employ a display man he can also afford to buy him the tools with which to earn that salary.

But the really progressive merchant realizes all these things and pays much more attention to fixtures of all kinds than did the merchant of a dozen years ago. He realizes that the cheapest fixtures in the end are the best fixtures that can be bought. He realizes that the kind of fixtures being made now will serve for many years and the original cost when spread out over a long period of time is not so much.



Plate No. 9354. A Spring Display by L. A. Manne, for Chas. Trankla & Co., Grand Rapids, Mich.

This is one of two windows trimmed in the same general way. The idea was to represent a summer garden and with this in view, Mr. Manne constructed a hedge made of green foliage across the background. At either end was a conventional tree made of the same kind of foliage. At one side of the middle of the background was constructed a gateway with a covered top. Porch furniture helped to give the right tone to this setting.



Plate No. 9355. A Display by W. H. Hinks for John W. Thomas & Co., Minneapolis, Minn.

It is to be regretted that this photograph had to be made so small that the details of this unusually attractive setting are practically lost. This was one of the handsomest decorations that Mr. Hinks has produced and that is saying a good deal. The background design was a simple architectural effect decorated in canary and black in such a manner as to make a most effective contrast. The middle of this was filled in with a velour panel in the same color combination. The velour was of the highest quality and presented a beautiful effect. The merchandise arrangement is admirable.



Plate No. 9356. Two Drapes by W. S. Little for Kenny Bros. Co., Canton, Ohio.

The two drapes shown above speak highly for the skill of Mr. Little. It is no easy matter to drape successfully a headless figure in such an attractive manner as these two are handled, and the fact that a number of women went directly to the department represented and spoke of the drapes is sufficient proof as to their effectiveness in showing the materials at their best. The drape at the left was made up of wash silk and trimmed with satin rosebud ribbon, and was effectively set off by buttons and lace. The drape at the left was made up of "Gros de Loundre" taffeta and effectively trimmed with velvet ribbon, feathers with a corsage and shoulder bouquet. These drapes were part of a remarkably effective series of Spring windows. These will appear in later issues.



Plate No. 9357. A Display of Spring Hats by Carl W. Ahlroth for the Union, Columbus, Ohio.

This setting is so simple that it requires little or no description. It illustrates an exceptionally well handled window. Just enough hats have been shown and they have been arranged in such a manner as to give the beholder an excellent idea as to the stocks carried. There is just enough floral decoration to set off the hats properly.



Plate No. 9358. A Display of Infants' Wear by J. D. Brower for C. Fox & Co., Hartford, Conn.

This display was one of a set of opening windows, in which the entire front was dressed displaying one color known as "Cyclamen Pink." Some 240 feet of windows were handled in this color scheme. The goods used were of a most expensive character and the effectiveness of the displays depended more upon the clever arrangement of the windows than upon the decorations. The purpose of this window was to touch nature as closely as possible without using any false means, such as arches or background other than the solid mahogany, which is a permanent fixture. The floors were parquet with rugs of coral plush or velour, which tint blends very harmoniously with the color of the back.



Plate No. 9359. A Display of Hats by L. Enos for S. H. Price, San Diego, Cal.

This is an unusually good showing of hats. It was made on a white mat of oval shape. Light cool leghorn hats were arranged in unconventional fashion, showing all the various angles of this same general style of hat. The general effect in this display was secured from the original old ivory screen, which had a handpainted white panel.



Plate No. 9360. A Display of Sport Suits by Louis Enos for S. H. Price, San Diego, Cal.

This novel setting attracted considerable attention. A neatly bordered white felt mat, a highly colored panel and screen to match, the unusual little stool and the floors in every imaginable bright color in combination with a life-like picture, served to give the right tone to the garments shown. Various accessories helped out the general effect.

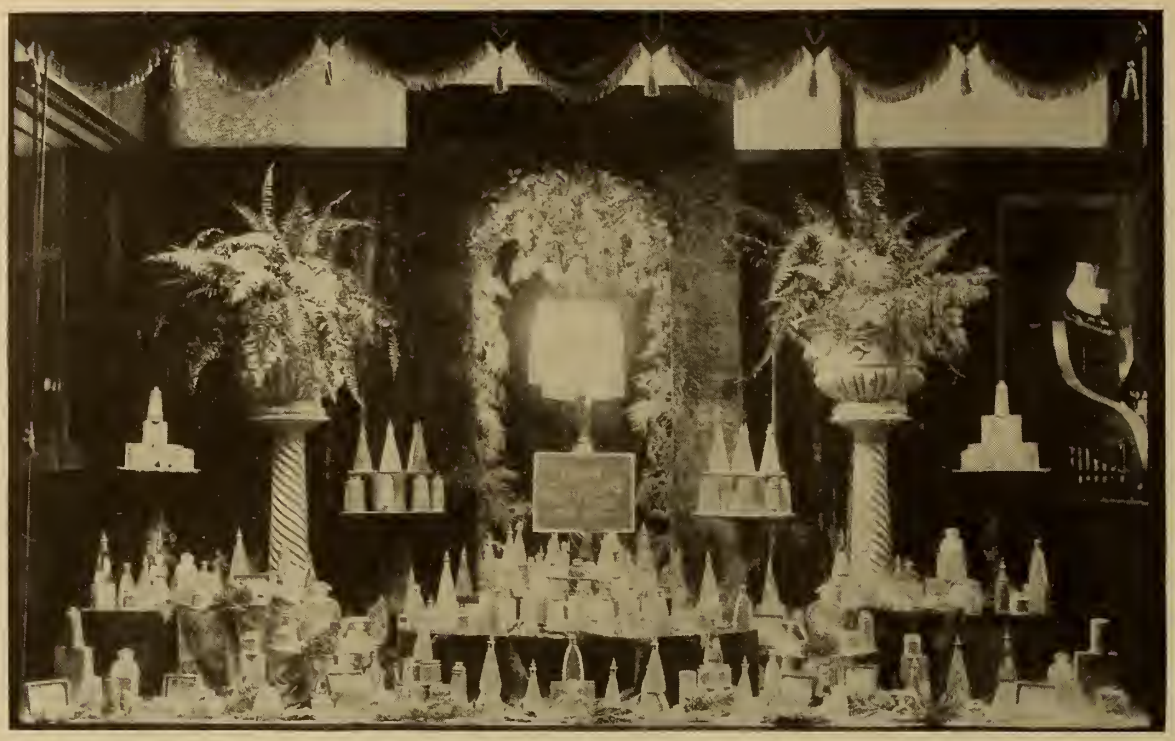


Plate No. 9361. A Display of Toilet Goods by Mabley & Carew Co., Cincinnati, O.

This window was used for the exclusive showing of a single line of toilet goods. The floor was covered with lavender, which matched closely the color of the boxes, labels on bottles, etc. The lamp shades were the same color as the floor. On the floor was placed three oval platforms which were covered with royal purple plush. The same material was used for the background. Natural ferns and artificial wistaria were used to complete the setting.



Plate No. 9362. A Display of Costumes by L. A. Rogers for Klein's, Detroit, Mich.

The mirrors at the back of this window were paneled with composition board covered with yellow silk tapestry. Flower boxes were used on tops of pillars and wherever they could be placed to reduce the effect of the excessively high ceiling of this window. This picture was only one of a series that turned out very well. The photograph is somewhat deceiving owing to the fact that this is an arcade front and appears to be much more crowded than it actually was.



Plate No. 9363. A Display of Furniture by Henry Jason Breslau for Hecht & Co., Washington, D. C.

A suite of furniture in this display was shown featuring extremely new ideas both in coloring and construction. The framework was canary yellow with black stenciling, while the general tone of the upholstery was in grey and white relieved by touches of pink flowers. The background setting was prepared especially for this suite of furniture. The central panel was dead-black with a stenciled border of gold and the Grecian design at the top which was painted by Mr. Breslau was in dull white outlined in gold. The curtains were of French gray sateen. Along the bottom of the curtains were painted large squares in canary yellow. This feature does not appear distinctly in the picture. The floor was covered with a large plain rug and around this rug was a flooring made of yellow and black squares of the same size as those on the background curtains. A drape of cretonne was used in connection with the tall lamp at the extreme left of the window and from under the table in the middle protruded a piece of canary yellow velour and soft



Plate No. 9364. A Fashion Show Display by Paul Lupo for the New Paris, Los Angeles, Cal.

This remarkable picture shows a panoramic view of the windows Mr. Lupo put in for a recent style show in Los Angeles. The fact that this photograph was made in several sections and pasted together accounts for what appears to be distortion in the background. The size of each background is 36x14 feet. Each one is composed of six large paneled mirrors, giving a frame effect. There are seven pilasters with a large floral arrangement above each. Large composition designs in the empire style applied to the pilaster caps produced an unusual effect. The body color was ivory, six coats being applied. All decorative ornaments were in Van Dyke brown and rubbed off in the high lights. The flower ornaments were colored in natural pastel shades, using studio size oil color. By using them light and thinning with turpentine an excellent effect was produced. A faint touch of gold highlighting was done over all decorative ornaments except the flowers. The settees, pedestals, drape stands, holders, etc., corresponded with the background. This is one of the largest backgrounds ever executed in Los Angeles and one of the most expensive. Mr. Lupo states, it is his opinion that every displayman should go into study of backgrounds very thoroughly and equip himself for better work, along more scientific and artistic lines. To do this, requires a considerable knowledge of period and decoration. Mr. L. H. Brown, also of the Paris, Store, assisted Mr. Lupo in this work. There are many points worth studying.



Plate No. 9365. A Spring Display by J. H. Eiff for Herpolshimer's, Grand Rapids, Mich.

The background of this window was a scenic painting showing a spring landscape. At the left was a pergola supported by four columns and finished in ivory color. It was decorated with Japanese wistaria. The furniture was black and ivory. In the right end of the window near the back was a bird fountain upon which were perched black birds. Around this fountain was a bank of ferns with primroses and wistaria. The floor was black and ivory, cut out of composition board and laid like tile. This made a highly effective setting.

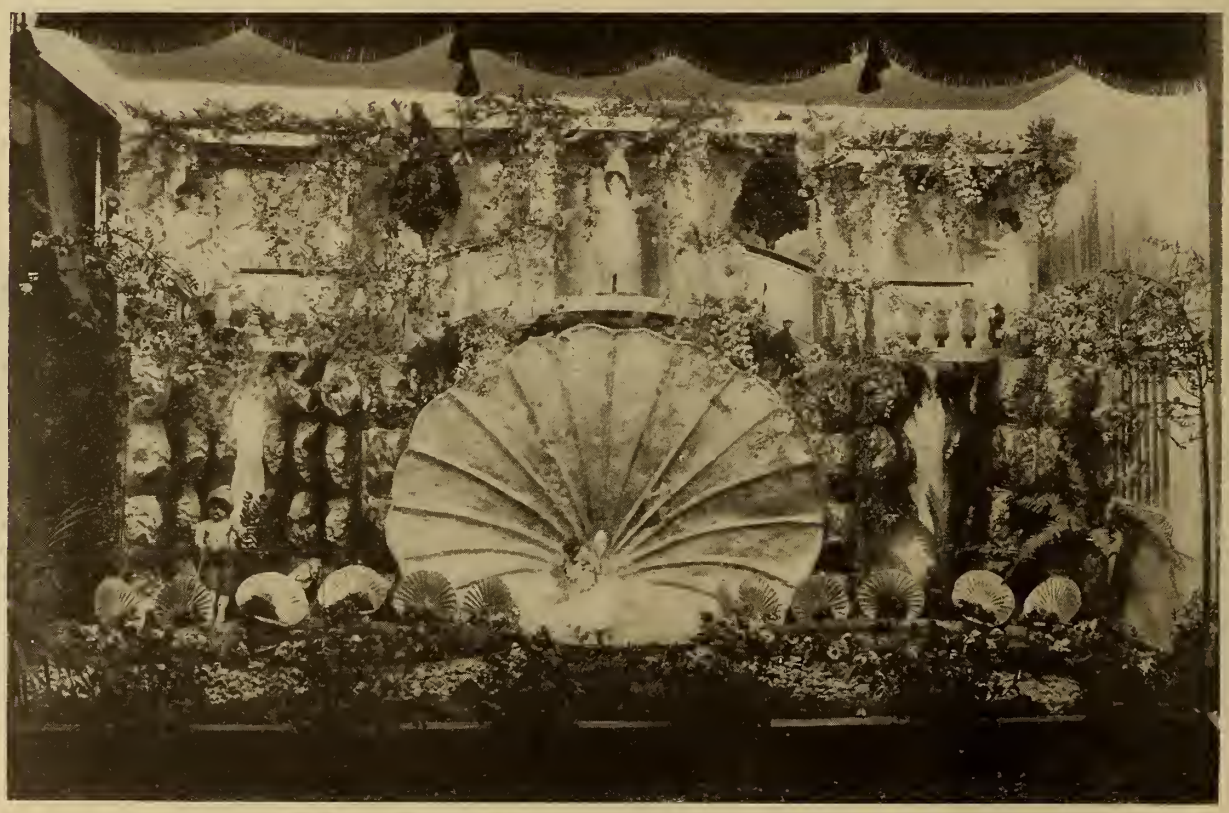


Plate No. 9366. A Spring Display by C. G. Styron for Baird Co., Ltd., Shreveport, La.

This window was on the order of a tableau representing the Creation of Fashion. Across the upper part of the top was a golden bridge in the middle panel of which was posed a figure representing "Spring," holding in each hand a cornucopia, from which streams of flowers were supposed to be falling on the figure "Fashion," who was posed in the middle of a large shell at the bottom, holding a mirror. Under each end of the bridge was a mechanically arranged waterfall, which produced an effect extremely like real water. These waterfalls were operated by small electric motors. The rocks and shells were of papier mache and finished in mother of pearl tint. There are many details to this display, which were lost in the reproduction. It may be stated, however, that it attracted so much attention that, after being used in the window, it was removed to the children's department where it is still in operation.



Plate No. 9367. A Clothing Display by Thos. J. McCormack for Myers Bros., Paterson, N. J.

This is a large corner window that was treated similarly on both fronts. Boys' clothing was shown on one front and men's on the other. At the back was a pergola treatment and in the middle was a spring woodland scene. In front of this were three steps of graduated width. Wistaria vines were twined about the background.

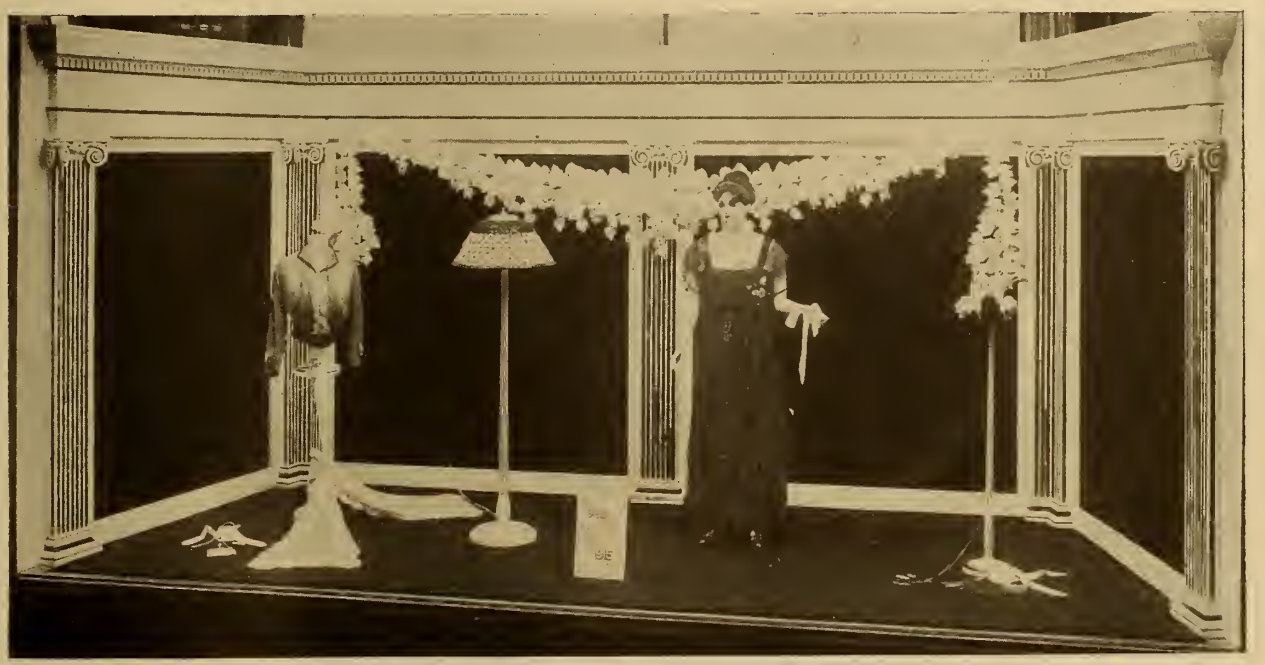


Plate No. 9368. An Opening Display by H. H. Tarrasch for Lazarus, Columbus, O.

This is one of a series of nine windows all of which were decorated in the same general style. In the panels at the back were black silk velour curtains. The columns and cornice work at the top were finished in black to correspond. The floor also was black. A long garland extended clear across the back with a pendant at each end. The fixtures and lamp were black and white. This also was the color combination of the merchandise shown.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

THE last two months have brought more troubles to the cardwriter owing to the enormous increase in the price of cardboard. White coated blanks, six ply, two sides, which sold at $2.65 last November and December are now selling for $4.80 and the end is not yet in sight.

There has been much speculation in paper and someone is liable not to make as much rake-off as seemed possible for down at Niagara they are grinding out pulp in huge quantities. It is fairly safe to say that cardboard will not go much, if any higher and we may profit by the government's example in using lighter weights wherever possible.

For example, on cards up to five by seven inches in size, four ply board will suffice nicely. If regular, full frame sign holders are used throughout the store, you can get along nicely with four ply, but where a holder is used which simply grips the card at the bottom a heavier weight must be used or the card will buckle.

On window cards a light weight card can be used by means of different sign holders or reinforcing the card at its back with a heavier board.

One thing that does permit of some saving is the purchase of "seconds." The average person is skeptical about buying mill runs in cardboard owing to the fact that they are laboring under the delusion that they will suffer great waste.

All the big stores on State street use seconds—naturally seconds are scarcer now than formerly, but there will always be many to be had. I have bought as high as fourteen thousand seconds a year and never lost a half-dozen sheets.

Bear in mind cardboard was and is made for the lithographic trade largely. A piece of grit in a coated board might easily destroy lithographic color stones and plates worth thousands of dollars, while to the cardwriter it means nothing. A card with a half-inch blemish can easily be cut up into price tickets and practically no loss sustained, and if you use much cardboard you will do well to investigate.

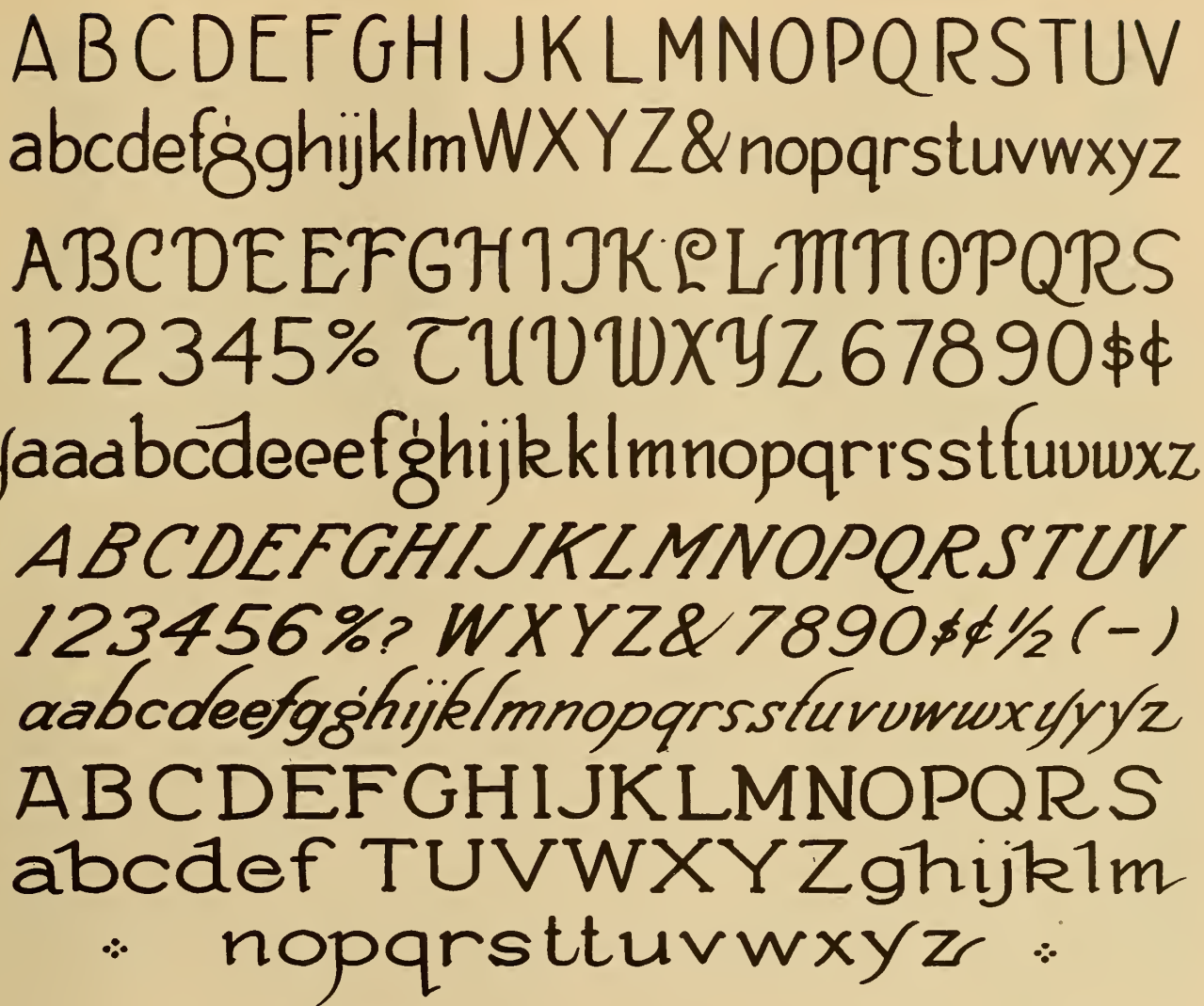
As a matter of fact, it has always seemed to me that in these days of business men's associations that the community plan of buying should be put in operation. Smith and Jones and Cohen, all in the same town, all use cardboard. Each uses from a hundred sheets a month upward.

When a national bank raises a "great holler" in the newspapers about paying the munificent sum of three per cent per annum interest on a dollar, whose fault is it when these three men won't club together and buy a case of seconds and save twenty to thirty per cent or even more?

Last month's cards were made entirely with the pen and this month we show how the brush and pen can be used in combinations with good effect.







ALPHABETS MADE WITH THE NEW FLAT AND BALL POINTED PENS.

The air brush has been used sparingly, and without meaning to say a disparaging word against anyone's pet hobby it cannot but be noticeable that these cards look better than if they had a freak border stencil around them.

The alphabets shown are for the various kinds of lettering pens making a round stroke.

In making ink for these pens use a good fluid black or india ink; a good black fluid with a little black gummy showcard ink added to it; opaque showcard colors thinned down with water; for white, use green seal French zinc white dry and rub up with a little mucilage and thin with water. In the prepared whites there is generally too much mucilage to let the color flow freely for pen lettering.

There is another thing in connection with this kind of pen lettering which may puzzle the beginner, that is the inclination of the pen to "jump" quickly over the paper. This is caused by a too highly coated board. To get the best results in any kind of pen lettering it is advisable to use what is known as a single surface board.

Several inquiries have been received asking about beveling. Go into the big department stores, the big picture frame factories or the highest class sign shop where you find the skilled workers in their respective lines, you will find each and all of them using a mat knife and nothing else.

It must be whetted continually to keep a sharp, keen edge—every other method of beveling is a failure until you go into machinery running into thousands of dollars as used in the photo mount factories.

SOME MERCHANTS who vociferously "guarantee satisfaction" seem to think that the customer with a returned bundle ought to be satisfied with talk.

PEOPLE buy from mail order houses because they believe they are getting better values than could be had from the local merchant. Considering the fact that the retailer can give just as good or better values than the catalog house, it would seem that there must be something the matter with his advertising. If all local merchants advertised as well and as persistently as the mail order houses the latter would find it mighty hard sledding.

NOTES FROM NEWYORK

J. H. RICHTER GOES WEST—MIDDLETOWN DISPLAY MEN ENTERTAIN MERCHANTS—MR. ALLERT ADDRESSES MERCHANTS AT SYRACUSE—NOTABLE EASTER DECORATIONS AT WANAMAKER'S

F. F. Purdy

J. H. RICHTER has resigned his post of display manager for Saks & Co., which he has held for the past five years, and left April 24 for Des Moines, Iowa, where he will assume a similar position with Younker Brothers, stopping off a day or two in Chicago en route. The Younker store has a window frontage of 275 feet on two streets and plans are now being drawn for a new establishment, work on the construction of which will shortly be begun, and which will be one of the handsomest stores in the West. Mr. Richter will be missed from the fraternity here, and Mrs. Richter as well, who attended a number of the affairs of the Display Managers' Club where the ladies were entertained. Mr. Richter's widows at Saks & Co.'s have been notable for their successful merchandise displays and attractive settings. He believes strongly in merchandise windows, showing the goods to the best possible advantage, giving as much attention and bringing out as attractively a $3 hat as one selling at ten times the price, with a rich setting which does not obtrude itself upon the effect of the merchandise; semi-permanent backgrounds, except for openings, when special settings are put in, are part of his plans. But first of all he commends the attention to the smallest details of the handling of the merchandise. Before going to Saks five years ago, Mr. Richter had charge of windows of several stores of Brill Brothers, clothiers and furnishers, and was previously with Browning, King & Co.

BRINK SUCCEEDS RICHTER

W. F. Brink will succeed J. H. Richter as display manager for Saks & Co. Mr. Brink has had the care of the window displays of men's apparel and furnishing for this house for the past year, and has put in some excellent up-to-date windows in that department.

Brief mention was made of the beefsteak dinner of the Display Managers' Club, which took place shortly before our last issue was put to press, at the Hotel Marseilles, Broadway and 103d street, March 27. The ballroom was beautifuly decorated with silk American flags mounted on immense poles ornamented with gold spear tips. Large circles of pink roses illuminated with small electric lights were hung all around the room, and Harry Bird, the Wanamaker display manager, under whose direction the decorations were placed, was heartily congratulated on the splendid effect produced. The menu cards were very unique and the dinner was thoroughly enjoyed by all present. The talent was excellent, and one number was specially appreciated, the feminine artist singing "America, I Love You," draped as the Goddess of

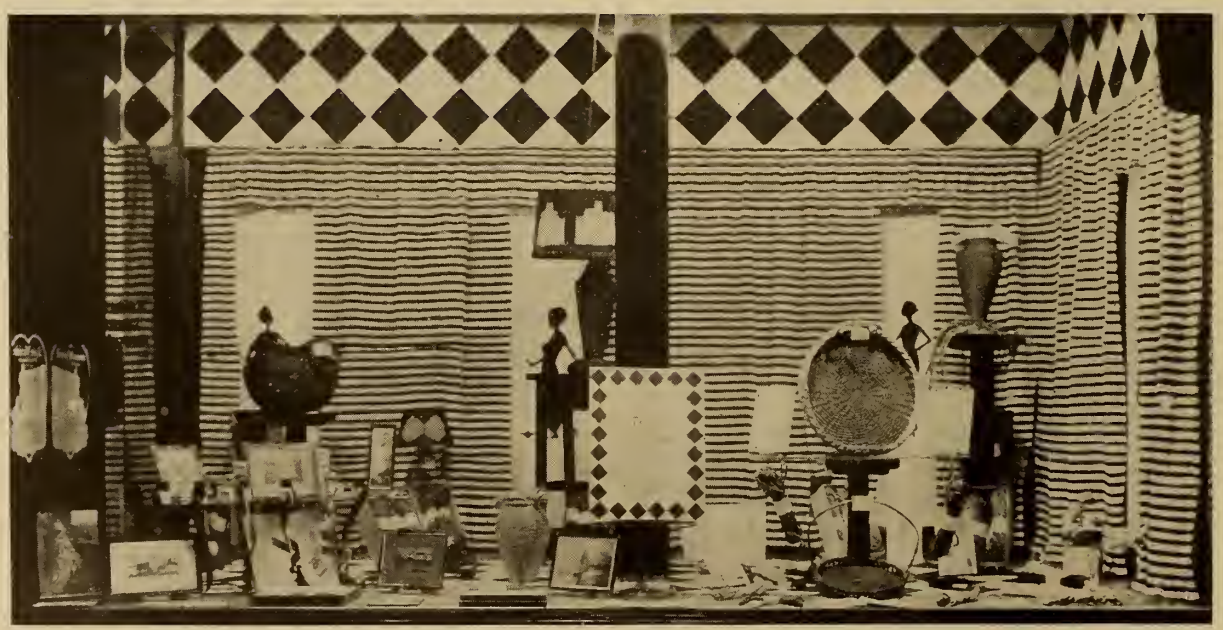


Plate No. 9369. A Black and White Display by Stanley Charette for J. K. Gill Co., Portland, Ore.

This was an unusual scheme of decoration for a show window. The upper part of the background was finished with large black and white squares. Below a drapery with horizontal lines of black and white covered the entire back end. At intervals panels of plain white were shown and in this black silhouette figures were placed. The setting was to advertise a free demonstration of basket weaving, flower making, and picture framing.

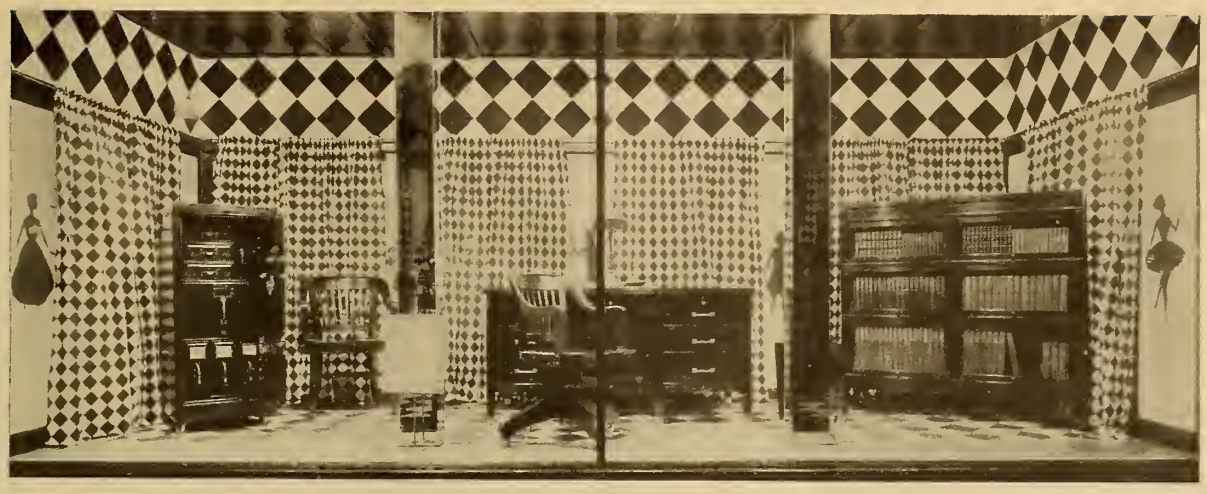


Plate No. 9370. A Black and White Display by Stanley Charette for J. K. Gill Co., Portland, Ore.

Silhouette decorations were used effectively in this display. The panels of this background were covered with white and in the middle of each was applied a large black silhouette in the style of modern art. The checker-board effect of the background treatment is self-evident. This was a spring exhibit of office furniture.

Liberty in the American flag, and during her song the lights flashed the familiar flag on the background, giving the effect of a waving American flag. During the dancing the lights were turned out and flashes of color were thrown from all corners of the room, giving a very original and novel effect. A delegation of six display managers was present from Baltimore, headed by David Jones, well known to the fraternity here, and all expressed themselves as highly pleased. The arrangements for the dinner were in charge of a committee consisting of Harry Bird, of Wanamaker's; J. R. Trewhella, of Best & Co.; and J. Hopkins, of Gimbel Brothers.

"Some enthusiasts," those seven members of the Middletown (N. Y.) Association of Display Men—George Skimer, Walter J. Seeley, "Benny" Benedict, Ren Rogers, Arthur Kilbert, John Post and Elson Adams, as we take their names right off the fine menu card of their second annual banquet of April 4. These boys got the representative merchants of Middletown together with them at dinner, a company of forty, including the mayor, ex-mayor and these oratorical lights, who are by this time becoming fluent and much desired after-dinner speakers, W. F. Allert, display manager for R. H. Macy & Co., and William Tishman, display manager for James McCreery & Co. Hats off to Middletown. We mention this first because it is latest, but look at this:

BIG DOINGS IN SYRACUSE

Syracuse, March 27-April 1, Display Week, same as last year, when Mr. Frankenthal did the honors. Now it is Messrs. Allert and Tishman. Nine classes of displays. In Class A, drygoods and department stores, Mr. Klein, display manager for Dey Bros. & Co., carried off first award; the second was a tie betwen the Hunter-Tuppen Co. and Chappell-Dyer Co.; third, L. A. Witherill; fourth, E. W. Edwards & Son. Messrs. Allert and Tishman spent three days at Syracuse, and attended a dinner of 400 merchants on the evening of March 30th. There was some oratory on tap, and the New York visitors evidently made a distinct hit. Here is a part of Mr. Allert's speech that the Syracuse papers printed in full face display: "Compare Syracuse with a big department store. What are you doing here to display your goods, your parks, your factories, your residential sections? Why not have a display manager who will make it his business to show off the best wares of your city, the same as the display manager of a big store? There is no limit to the possibilities of this work. It would be well to study the science of display and to apply it to your city."

"The toastmaster was describing someone in flowery language," said Mr. Allert to the writer, "and I was astounded to find that it was up to me. But I saw the words 'Optimists' Club' on the menu and that gave me my cue." In the course of his talk Mr. Allert paid a glowing tribute to the optimistic spirit and said: "Think what it is to have merchandise displayed right, according to an optimistic, intelligent faith, instead of haphazard, displayed to have everything for what it stands for and not to create false impressions like backgrounds used simply to attract attention, to use merchandise in such a way that it speaks in the language of silence, to the exact needs of the consumer and leads him to consider and talk about the merchandise. We display managers are not theatrical producers. We are not setting a stage. We are silent salesmen, and in order to get the best results it is absolutely essential to concentrate our energies on making the mer-

chandise the center of our displays. Much is said about honesty in advertising. It is just as essential in the windows. Think of putting an article in the window with such surroundings as to create a false desire or anticipation on the part of the customer, who will not be satisfied with her purchase after she takes it home."

Mr. Tishman said that the show window was the biggest selling asset of any retail business, a greater influence than newspaper advertising, which might or might not convince. But an attractive, seasonable, impressive and artistic window display appealed at once and beckoned customers into the store. The display manager was the general who manipulated to advantage the various displays, and could make a grand success or an utter failure of a department. If he was encouraged and enthused the best results he could give would be secured. Both these talks were highly appreciated by all the merchants at the dinner and the speakers and their houses who spared them for their work in Syracuse to judge the exhibits and co-operate in making Display Week a full success, were heartily thanked.

A NOTABLE GOLF BALL DISPLAY

A recent Wanamaker window at the opening of the golf season illustrates what can be done in arranging a special window to illustrate a name or trademark. It seems there is a Silver King golf ball, and it was featured in the big Broadway corner window of the newer building. Ground, grass, surrounded by a walk of silvered pebbles. Background, white lattice work with climbing vines, access in center with life size figure of a completely silvered golfer with his club putting one over. Miniature silvered golfers at various points. All silvered furniture, tables, chairs, etc., with their exhibits of the golf balls, and golf clubs, costumes, etc.

A MAY WHITE SALE

At Gimbel's a white sale was the center of the stage the month of May, and the first of the month the white goods are most prominent in the windows. The second floor is entirely devoted to this event. Last month a beautiful display was made in connection with the display of the summer furniture. This featuring of the beauties of spring and summer in the furniture department has come to be a regular feature in most up-to-date department stores carrying furniture, which elicits some of the best work of the display manager. Before Easter the toy department at Gimbel's was enlivened by an Easter exhibit of toy houses, chicken houses, flower beds, etc., the houses being electrically illuminated, and rabbits and little chicks cavorting about. Mr. Hopkins says that the little chicks, while not originally intended for sale, are in such demand that large numbers of them were sold at 25 cents each to mothers whose admiring children will not go away without them.

Mr. Allert, at Macy's has come out with some



Plate No. 9371. An Opening Display by Thos. J. McCormack Jr., for Meyer Bros., Paterson, N. J.

This display was one of unusual attractiveness. The set piece in the background was in the form of an arch supported by two square columns at each side. This was decorated profusely with Southern wild smilax and Boston ferns. The curtain at the back and the ceiling were in black and white checked material. The show-cards were also decorated in the same checks. The posing of the figures requires no explanation.



Plate No. 9372. A Spring Display by J. H. Eiff for Herpolshimer's, Grand Rapids, Mich.

The background of this setting was covered plainly with green felt and the same material was placed on the floor. The decorative set pieces were finished in an ivory tint. The decorations consisted of roses, smilax, lilacs, etc.

handsome wooden fixtures, hat stands, pedestals, tables, shelves, etc., beautifully colored on white background in flowers and figures, and varous attractive treatments, in the style of modern art—an improvement in line with the Macy and Allert policy of gracefully presenting the merchandise to the public. "I never saw anything like the business this month," said Mr. Allert. "The incoming and outgoing throngs may be likened to the ebb and flow of the tides, from the volume."

HANDSOME WINDOWS AT LORD & TAYLOR'S

A beautiful change has come over the Lord & Taylor window, which is generally commented upon. With all the skill and quality of Mr. Rossiter's work, now that the change is made, it is very clear that there was some room for improvement with the setting. It is simply this. The background of cement color, in each window, has been treated in a mural decoration, by Arthur Covey, a noted artist, and greatly enhances the effect of the displays of merchandise. The comment heard upon the new setting is most favorable. The backgrounds all breathe the spirit of spring in their themes and execution. The subjects may be occasionally changed as necessity or choice demands. As they now are Window No. 1 shows the dogwood blossoms of spring in foreground, with top of cliffs in the distance. The color scheme of the merchandise display is white, relieved by the lavender flowers, drapes, etc., expensively embroidered white muslin and real Irish lace being used in the arrangement. No. 2 background shows trees of silver birch in the foreground; while in the distance there is a suggestion of forest and rolling landscape, in delicate greens and ambers. The drape in center and silks at side reproduced these hues in touches of ambers and pale greens. No. 3 background shows another pastoral setting, with Pan sitting on the hillside piping as of yore. White serge suits were shown in this window—blue serge, with blue sunshades, with flowers and hats of pale green, with a touch of the new spring color, cyclamen, an orchid pink tone. No. 4 background is a woodland scene, with figure of plowman, apple trees in bloom and a rolling countryside, in tender greens. The pale pink and pale blue gowns in this window were shown on a fresh green grass floor covering.

We must note another ruling feature of Lord & Taylor—on the sixth floor, right opposite the long battery of elevators, where the nattiest summer scene is shown—not the largest, but one that is very notable. A brief description: Between elevators lattice work with climbing floral vines, with brackets branching from above with bird cages and melody of the feathered songsters. Opposite, the entire length of elevator front, perhaps 60 feet or more, an exhibit of summer furnishings some eighteen feet wide. Chaste low white fence in front, opposite elevators, with higher white pillars, ornament on each, with large cement vase at the two end pillars, each holding a palm. The 18-foot width runs to first great store pillars, against each being a high curtain with cretonne overdrape. Colonial rag rugs on floor, and draped in various ways. Enameled rattan summer furniture, chairs, tables, etc., with handsome drapes and floor coverings in this handsome furnished space, which did not, however, hide the view of the furniture department beyond.

Rogers, Peet & Co., clothiers, have a separate



Plate No. 9373. A Full Figure Drape by Frank D. Carrigan for Strawbridge & Clothier, Philadelphia, Pa.

This was a highly attractive drape made of lace. The trimmings were applied with excellent taste and the effect produced was altogether satisfactory. At the left may be seen a small stand with a glass top on which were arranged a number of accessories.

decorator for each of their four New York stores, who devotes his entire time to window and interior decoration. Some windows are changed every day, others two and three times a week, and notably classy displays are made. W. A. Elfe is in charge of the entire decorations in all stores, with R. A. White stationed at Sixth avenue and 34th street; J. G. Schmidt at 42d street and Fifth avenue; D. Kratch at Broadway and 13th street; and J. Gillow at the down-town store at Broadway and Warren street. Rogers, Peet & Co. are making a spring campaign for new charge customers on their books, and have dispatched thousands of letters to New Yorkers telling them they are approved by their credit department and have only to make themselves known to the managers of their four stores (names given in letter) to avail themselves immediately of the privilege.

The rotunda of the Stewart building of the Wanamaker store was remarkably treated in the pre-Easter season. Large, ecclesiastical stained glass windows were conspicuous in the rotunda, at high and lower elevations, with two little edifices resembling the pulpit stations of the Episcopacy, at the second gallery of the rotunda—the whole imparting a remarkable churchly appearance to the scene which made all pause and admire, especially during the strains of the organ and of the singers. There was a moderate exhibit of the flags of all nations, not exactly inappropriate, but not necessary to the working out of the scheme. Under the inspiration of Rodman Wanamaker the treatment of notable events at this great establishment has become truly wonderful in many instances.

Trim Your Show Cases

WITH SOME STORES one finds excellent window displays but on going inside the show cases and interior displays will be poorly handled. This is a mistake. Show cases should at all times be kept in good order. Naturally they have to be disturbed occasionally but in such cases the goods should be arranged as carefully as possible. Illumination adds infinitely to the attractiveness of a show case display.

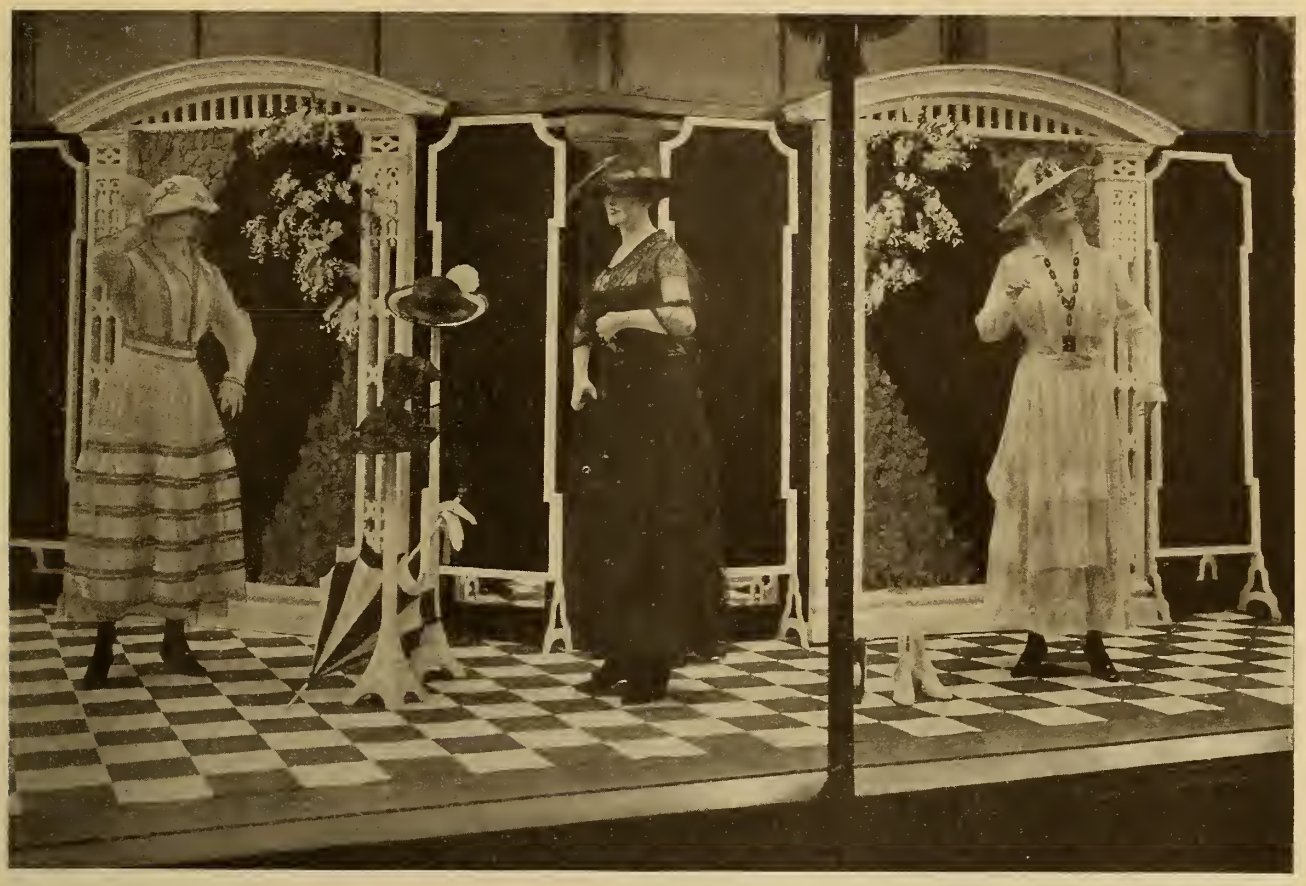
Play Up the New Things

MOST PEOPLE are attracted by newness—they like to see "the very latest," no matter what the thing may be. This fact should be remembered by the merchant. Whenever anything that is really new comes in it should be displayed prominently and made much of. A reputation for getting the new things first is a valuable asset for any store.



Plate No. 9374. A Full Form Drape by Frank D. Carrigan for Strawbridge & Clothier, Philadelphia, Pa.

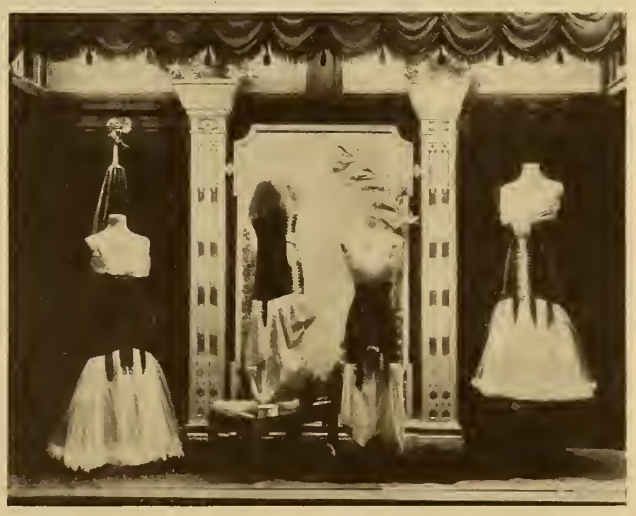
This picture shows a full form drape made with black and white Georgette crepe over white taffeta. The shoulders were ornamented with small bows. At the right was a millinery stand with hat and parasol corresponding in color with the drape.



Plates Nos. 9374-5-6. A Spring Opening Window by Carl W. Ahlroth for the Union, Columbus, Ohio.

Here are shown three of a series of remarkably fine displays that were put in recently by Mr. Ahlroth for their Spring Opening. All of the windows were carried out in the same general decorative effect but no two were handled exactly alike. The larger display shows a corner window, the background at each side of which is decorated by a set piece of unusual attractiveness. At either side of the centerpiece was a tall narrow panel in the same general style. One of the smaller windows was also a corner window. This shows the same motif but a quite different handling. The mirrors were almost entirely covered by masses of foliage, which was arranged in vertical rows very close together. Flowers and ferns were used to enliven the whole effect. The other small window shows a still different treatment. All of these are sufficiently clear to require no further description. The effect of the whole was exceptionally good.





SOMETIMES it happens that a card writer will let some particular style of lettering run away with him. He will start out with an alphabet that he likes and will add little changes or characteristics to some of the letters. Working at the same style day after day, the changes become more and more pronounced until the letter has been distorted to a point where anyone but the card writer will have difficulty in recognizing it. This is a tendency that must be guarded against.

MATRIMONIAL DISPLAYS

THE NEW ENGLAND OF MINNEAPOLIS HOLDS A REMARKABLY SUCCESSFULL TWO WEEK SALE CALLED "BRIDES' WEEK"—ALL OF THE WINDOWS WERE DECORATED IN KEEPING

STATISTICS or records in the office of every county judge in the country will prove that June is the month of Hymen and that there are more weddings in that month than in any other of the twelve. What the reason for this is, if there be any, we frankly confess our ignorance, but the fact is there and it is up to the merchant to make the most of.

Most department stores have "June Bride" windows some time in May or June, but all of them do not make as much of the occasion as they might or as much as the occasion justifies. When people get married there is a lot of buying to do to outfit the home,



A WILLIAM AND MARY SETTING

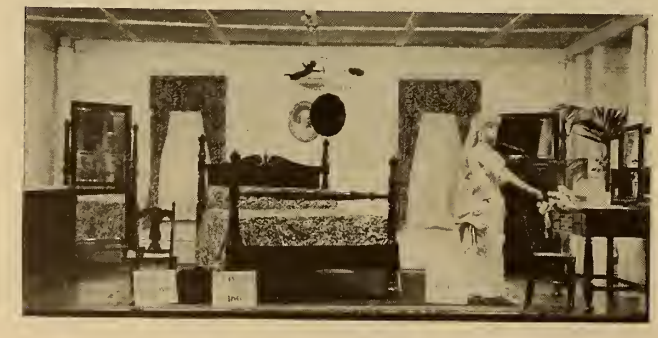
As the thing is repeated with variations, year after year, it is to be presumed that it pays.

Last June the New England, of Minneapolis, conducted "Brides' Week" with such success that one week was not enough and it was held over another six days. Display Manager Arthur Lindblom rose to the occasion in the matter of show window display as



THIS WINDOW WAS CARRIED OUT IN THE JACOBEAN STYLE.

and the store that makes the most emphatic bid for this business is likely to get the biggest share of it. At least that is the view taken by the managers of some of the best stores in the country. Some of the big eastern stores hold elaborate pageants and use great amounts of newspaper space to advertise the Bridal Sales and of course their windows are dressed in accordance.



EARLY COLONIAL STYLE

will be shown by the accompanying pictures of some of the displays. The New England is a big establishment that handles practically everything for the home, which made it altogether logical that this sort of a celebration should be held. In most bridal windows the bride is shown dressed in the fashion of today for the reason that these displays are generally made by department stores and the purpose of the window is usually to advertise the materials and accessories used for the bride's costume. As the New England does not carry gowns or dress materials, Mr. Lindblom did not have to confine himself to the conventional display and he decided that he would introduce some original feature that would add interest to the displays. The fact that he could use period furniture in the displays suggested to him the idea of using period brides, in other words to dress them in costumes to correspond with the style of the furniture. This was done, and very successfully, as results proved.

For example, one of the large pictures shows a Jacobean dining room (1603 to 1689) with the furniture all in keeping. The wax figure representing the bride was dressed in a costume that was historically correct in all of its important details. Her hair even was dressed in the same manner as shown in portraits of women who lived in that long ago day. The other large picture shows a trunk and bag window which was highly appropriate for this occasion. In the middle was a large open trunk, liberally bedecked with white satin ribbons, old shoes and other tokens with which well meaning friends bombard the newly wedded couple as symbols of good luck. In front of this decorated trunk a large quantity of rice had been spilled all over everything. Two papier mache cupids carrying large bouquets were suspended over the merchandise, and at the back was a mass of palms and ferns. Each one of the windows possessed an interest of its own and each was different from



THIS WINDOW WAS IN THE ADAM STYLE



A CATCHY BRIDAL DISPLAY OF TRAVELERS' REQUISITES.

the others. Small reproductions of several are shown and the details are sufficiently clear to be readily understood. In addition to the show windows the interior of the store was decorated appropriately.

Last year the New England held "Brides' Week" beginning Monday, May 31, and it was liberally advertised as an event that would be continued throughout the week. From day to day "Brides' Week Specials" were announced in the newspapers and the public came in throngs. It was such an unqualified success and the crowds continued to come so it was decided to continue it over another week. This was done and the interest kept up surprisingly. A general idea of this event will be had from the following quotation that is taken from one of the first advertisements:



LOUIS XVI STYLE.

BRIDES' WEEK.

This week is Brides' Week at "The New England," and we take much pleasure and considerable pride in directing attention to our appropriate window displays reflecting the idea involved and the merchandise logically associated therewith.

A walk around our store, with its eighth of a mile of show window space, will, we are quite sure, be considered a worth-while little trip.

In one of our Fifth Street Show Windows is a "William and Mary" Suite of Dining Room Furniture, with the bride dressed in the costume in vogue during that particular period.

In another of the Fifth Street Show Windows, and immediately adjoining the Dining Room Suite aboue referred to, is a sleeping room depicted in the type of



Plate No. 9377. A Display of Waists, Etc., by L. A. McMullen for the Eastern Outfitting Co., Portland, Ore.

The background of this display was of green velour curtains in front of which the setting of white framework was placed. Bright colored flowers and foliage gave the proper color effect to this setting. Six waists and two costumes were shown in this display, together with several hats and accessories of various kinds. At either side of the background in a panel was placed a flower stand of unusual shape. The general color effect was green and white.

the "Adam" period. Here also the bride is appropriately costumed.

In still another window is a 1915 *bride, also appropriately costumed, together with a grouping of her wedding gifts.*

At our Sixth Street frontage will be found three more brides; one, reflecting the appropriate costume and environment of a "Colonial" sleeping apartment; another, similarly representing a "Louis XVI" sleeping room, and yet another depicting the appropriate costume and environment associated with a dining room of the "Jacobean" period.

In addition to the attractiveness of the brides, and in order to make our entire show window display distinctly matrimonial, there are displayed in our several show windows luggage suggestions for the wedding trip, linens for the linen shower, and numerous gift suggestions, including novelties in silverware, cut glass and china, artistic pictures, oriental rugs, kodaks, etc.; all logically associated with our Brides' Week Demonstrations.

In a section of our Marquette Avenue Show Windows we have installed what we consider the Logical Furnishings for a four-room home, comprising kitchen, sleeping room, dining and living room.

This suite of rooms is most completely equipped, including not only the furniture, rugs and draperies, but the refrigerator, range, kitchen utensils, tableware service, silverware and pictures.

We think you will conclude with us that the price for the complete outfit, $375.00, *on terms of* $20.00 *down and* $20.00 *per month, should be a distinct encouragement to those matrimonially inclined.*

The interior of our store, not only in its decorations, but, what is more to the point, in the attractiveness of the merchandise now being displayed, is thoroughly supplementary to, and consistent with, our window displays.

So, we again suggest that you take a walk around our establishment during the next few days, and, if you should happen to be inclined to step inside, why, so much the better.

For here you will find not only everything up-to-date in merchandise, but such prices, such service and courteous treatment generally as will make you an even more enthusiastic "New Englander" than we trust you are today.



Plate No. 9378. An Attractive Display of Clocks by W. Little for the Kenny Bros. Co., Canton, Ohio.

Subdued richness was the most striking feature of this display of mahogany clocks, which remained in the window for three days. A large mahogany electric lamp was the central feature of this setting. It is unnecessary to describe further the details of this display, which are quite apparent in this picture.

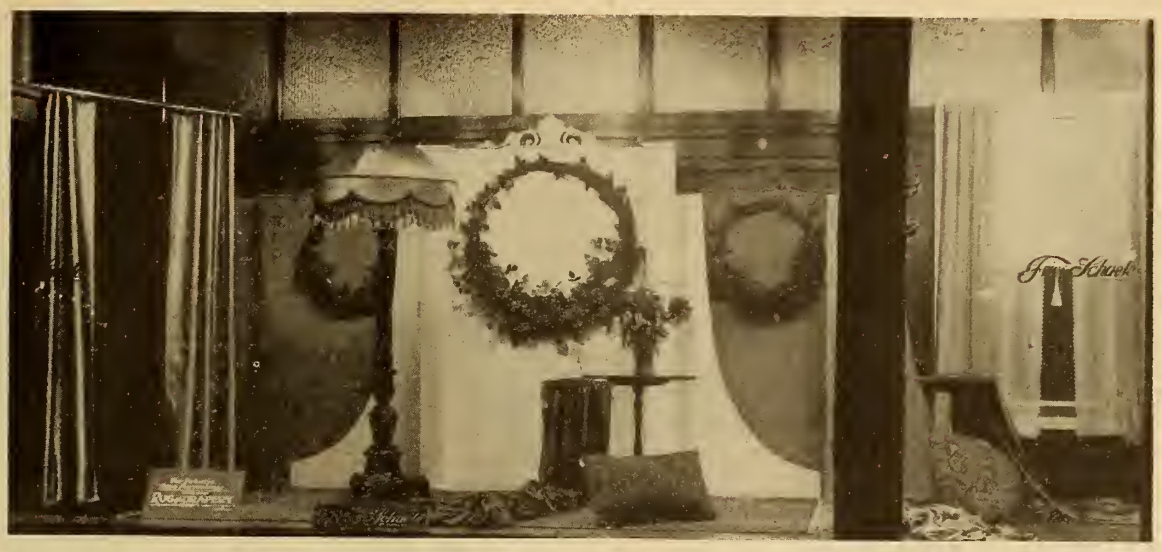


Plate No. 9379. A Spring Drapery Window by Geo. J. Mallert for the Fries & Schuele Co., Cleveland, Ohio.

This setting was designed to show various kinds of draperies, rugs, etc. The set piece in the background was in ivory finish, decorations being a large wreath of roses in the middle of each panel. This made a rich and dignified showing.

Save Old Paper

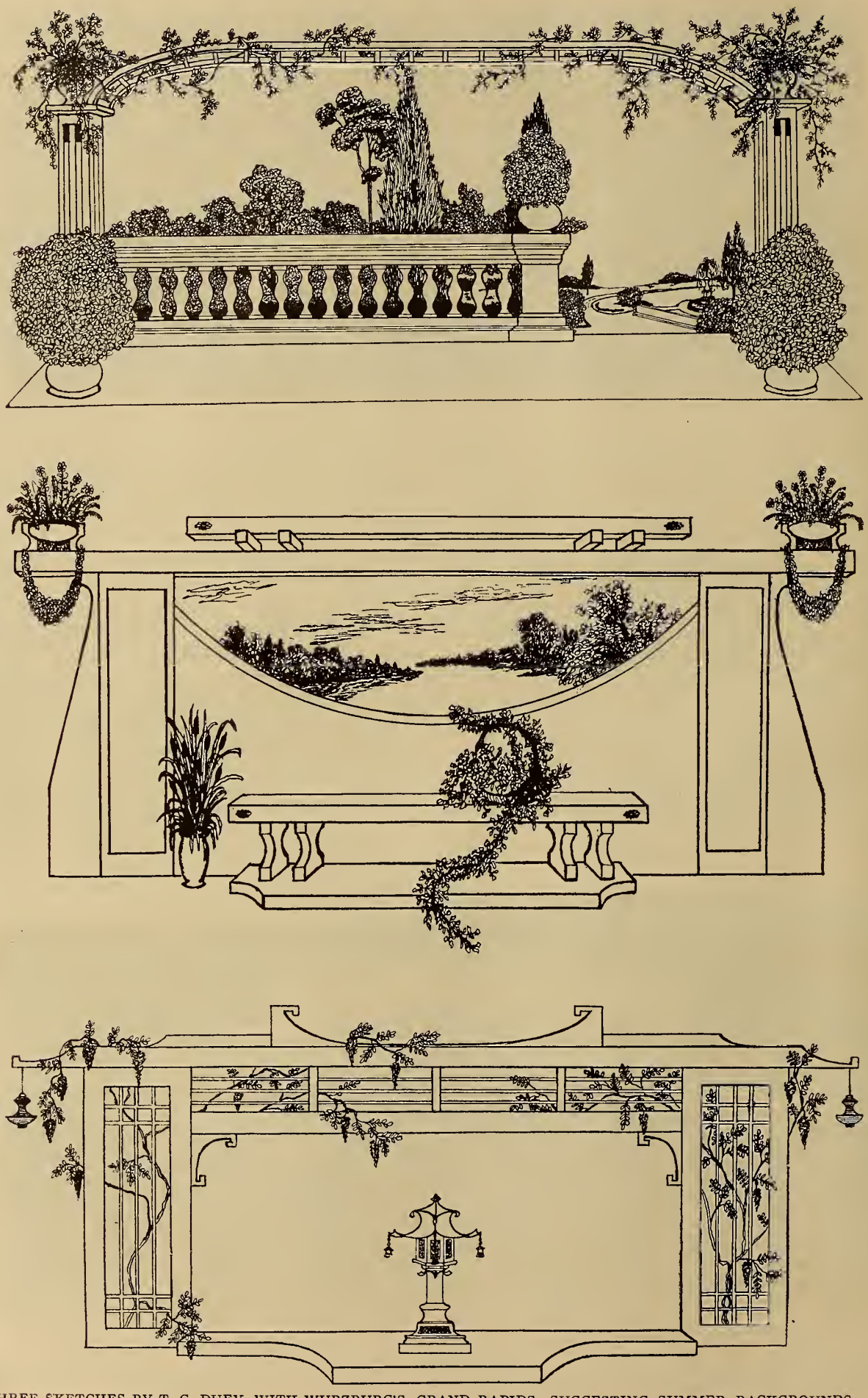
PRICES on paper of all kinds have been going up at a remarkable rate during the past few months and there is every indication that they will continue to rise indefinitely. This increase has been proportionately reflected in all kinds of "scrap" paper, the price of which is at the present time sufficiently high to interest any retailer around whose store waste paper accumulates. In the average store there is a considerable accumulation of paper boxes, wrapping paper and other waste that is generally burned or thrown away as not worth saving. Possibly the accumulation of a day or even a week may not be great, but in most stores it will run into a considerable sum at the end of a year.

There is but one way to take care of waste paper and that is through the use of a baling machine. There are several such machines on the market, that are specially adapted to the use of the average store. They answer their purpose admirably and cost but little. One of them will quickly pay for itself and begin to be a money maker. Besides, it will save space, help to keep the store clean and reduce the risk of fire. Viewed from any angle the waste paper baler is an excellent investment for the store that accumulates even a moderate amount of old paper.



Plate No. 9380. A Spring Display of Haberdashery by C. F. Henry Clothing Co., Rock Island, Ill.

This setting was finished in Old Ivory with Nile Green panels and composition relief work. Rambler roses were twined about the posts. Various kinds of men's wear were shown.



THREE SKETCHES BY T. G. DUEY, WITH WURZBURG'S, GRAND RAPIDS, SUGGESTING SUMMER BACKGROUNDS.



Plate No. 9381. A Phonograph Display by J. Henry DeWitt for Wallenstein & Cohn, Wichita, Kan.

This is an unusually good display of phonographs featuring the "Pathephone." In the two windows are shown a considerable number of machines of various designs of this make. The discs were also shown attractively. The trade-mark of the company also had a prominent part in this display. In one window were two wax figures posed as though dancing and in the other was a figure placing a disc on the machine. This display proved a winner.

McCreery & Company's Banquet

UNIQUE in the degree of fellowship and enthusiasm expressed, was the annual banquet of the Mutual Aid Association of McCreery & Company, Pittsburgh, which was held Tuesday evening, April 11th, in the large dining room of the store.

One thousand executives and employees were present and the membership of the Association was increased by about one hundred members.

Up-to-date methods marked the election of officers. Every department in the store was establishing a camp of war. The delivery squad rooted for its candidates; the main office force with its college yells and horns boosted for their choice; saleswomen cheered for their favorites; impromptu speeches were made by campaign managers and others; notable, too, was the literature distributed by various candidates. Every one in attendance had a corking good time and pronounced this banquet the most successful thing the Mutual Aid Association had ever held in McCreery's.

A special musical program was presented by Miss Anna Bartell, Thomas Tranter, and E. H. MacIntosh, and a feature song entitled "There's a Store in the Heart of Pittsburgh" was repeated many times, sung to the tune of "The Girl in the Heart of Maryland."

A. E. Morsbach was toastmaster. Speeches were made by Manager A. MacLachlan; General Superintendent J. B. Swinney; T. W. Green, treasurer of the company; S. A. Shive, retiring president of the Association; L. J. Kiefer, L. W. Rittenhouse, H. B. Tucker, A. Brown and W. Keller.



Plate No. 9382. A Baby Week Exhibit by H. H. Tarrasch for Lazarus & Co., Columbus, O.

This is practically an all white window, the only color being in the flowers and picture decorations used. The merchandise has been well arranged and the whole effect is excellent. The figures are especially well posed.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
"The Show Window" Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" Established 1905

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W. M. REED, Traveling Representative, Subscription Department

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Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

May, 1916

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Fighting M. O. Houses

ON THE general principle that "every knock is a boost" the big mail order houses get most of their advertising from the local retailer who persists in reviling them. Mail order competition is the same as any other form of competition and the way to meet it lies in good merchandising, good service and good advertising. Nevertheless there are many merchants who seem to think that the catalog houses can be routed by schemes of various kinds. For example, the merchants of Arcola, Ill., are working a scheme that is described in the following clipping from a local paper under the date of April 4:

Arcola's Booster club has introduced a new method of fighting the mail order business. The club has been conducting a booster campaign for three months and among other things are offering a big touring car to the Booster girl who gets the most votes. For two weeks ending Saturday, April 1, the girls were given a credit of 1,000 votes for each mail order catalogue they turned into the merchants and for those catalogues which bear the date of 1916 they are given a credit of 5,000 votes.

The result is one of the most remarkable collections of mail order catalogues ever seen. On the first day one merchant received over 400 catalogues of various styles and sizes. Others received from 25 to 100. One girl brought in a wagon load of old catalogues and others had as many more on hand which were delivered Saturday. It would seem that the country has been picked clean and until a new supply is sent on there will be a falling off in mail orders sent in from this city.

Some of the Booster girls obtained the consent of their friends to order new catalogues in their names. When they are received the girls collect them and trade them for Booster coupons. One citizen, who disapproved of this method of obtaining catalogues, wrote the mail order houses and explained what use was to be made of the books, warning the firms not to send them.

It is quite likely that such a plan as this if carried out might cause the catalog houses a little inconvenience, but in the end it will prove a profitable advertisement for them and will result in getting catalogs into the hands of many people who have not been in the habit of receiving them. Furthermore, it is only reasonable to suppose that more or less of the people who live in and around Arcola will draw the somewhat natural conclusion that the only way the local merchants can get the better of the mail order houses is to retire their catalogs from circulation.

The Grouchy Boss

IT SEEMS to be the policy of a good many merchants never to commend the display man, no matter how well the latter may do. Possibly this is based on the belief that if the display man is praised he will immediately get "cocky" and ask for a raise. However, that may be, it is a mighty poor policy.

The display man is only human. He knows when he has done a good piece of work and quite naturally takes just pride in what he has accomplished. A

little encouragement would stir him to still greater effort, whereas "cold water" from the boss is likely to make him think there is no use in trying to do things the way they should be done. Any normal display man will do his work better if he receives a bit of encouragement from his employer now and then.

Keep a Note Book

EVERY DISPLAY MAN should carry a note book to jot down ideas that come to him at odd times. An idea is likely to come at any time, in a theater, a restaurant or even in a street car. It may be suggested by any one of hundreds of things. Possibly it may be a really valuable idea when it is worked out. If one depends upon his memory he may remember this idea when a time comes to use it, but the chances are very good that he will forget it completely unless something happens to bring it to mind again. In a note book the idea is safe.

It is no trouble to keep a note book and when one once gets in the habit of using one it is surprising how many ideas will be found worth setting down. Perhaps they may not all be practical, but if even a few are worth while, it is worth the trouble.

Read the Ad on Page 5 of This Issue

A SERIOUS ERROR was made in the advertisement of Hugh Lyons & Company that appeared on page 3 of the April issue of this journal. The prices quoted were those that had been in force last year, before the cost of materials had arisen to such an extent that fixture dealers generally were compelled to raise their prices to the consumer. The prices quoted last month should have been the same as those that appear in the advertisement on page 5 of this issue. We request our readers to note the prices that are quoted in this issue in order that any misconception that may have arisen from the April advertisement may be corrected. The mistake last month was due to a delayed proof which was not received in time to make corrections.

With the Shades Up

SOME YEARS AGO it was altogether unusual to see a display man at work in his windows. The shades were always pulled down before a start was made to remove the old display and they were kept down until the new display was placed and everything was complete. Today, in many stores the old display is removed and the new one put in with the shades up and the display man at work in full view of the public. Of course this does not apply to opening displays or others in which background changes are made, but only to the every day changes in which only the merchandise is changed.

The merchant who has his windows trimmed with the shades up does so in the belief that he is losing the use of his windows unnecessarily by having the shades down while the display man is at work and this is perfectly true in the case of a good many stores. While the display man is working, from the start on the old display to the finish of the new one, there is but a short interval when no goods are on display. Most of the time there is to be seen part of the old or the new display. On the other hand, if the curtain is down the entire selling force of the window is out of commission. This is quite a consideration on a busy street where many people are passing.

Flower Parades

APPARENTLY flower parades are to be unusually popular this season. Even at this early date arrangements have been made for parades in a number of cities. July Fourth will be sanely celebrated in many places with flower parades instead of the old-fashioned wild and woolly gunpowder and dynamite festivities that were once in vogue.

When rightly handled, a flower parade ought to be a good drawing card for any town or city. It will give a large number of people a chance to participate and will bring outsiders into town. It will also keep home people in town instead of going to some other place to spend their money. The display man will find in the flower parade a chance to pick up a little extra money for decorating cars or floats.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1916 have been made as follows:

Leo Van Coutren, Brookfield, Mo.
C. A. Vosberg, Pittsburgh, Pa.
J. D. Brower, Hartford, Conn.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Department Store Card Writing Problems

—Article XII—

The Proper Fixture for the Finished Card

by

J. W. Johnston

WHEN a debater or an author of argumentative writing arrives at his concluding appeal, or at the expiration of the space or time allotted to him, it is customary to *sum up*. My first article in the present series expressly stated that there was a great deal of misconception and error respecting the proper *color* for an advertising card. I indicted the white cards, which are seldom found to be RESPECTABLE, and furnished abundant evidence, I believe, to sustain each count of my indictment.

Having placed before us the right sort of a card for the particular requirements of the establishment where the card was to be used, I discussed the very interesting subject of the proper alphabets which might well be used for all-around, general store purposes, depending on whether the advertising announcement was to be of a few words only, or of a sentence nature. We then went into the very interesting subject of "Significant Lettering" to be used for special display purposes. With the first of the New Year, I presented articles to show the proper method of ruling and spacing the card, our mind being made up relative to the style of alphabet we desired to use in writing the mesage.

I then considered the use of pens, brushes and air brushes in the actual making of the cards, and presented several examples to illustrate the value of having a card which was not only of the proper color or lack of color—in order that it might *harmonize* perfectly with its surroundings—but also emphasized the value of embodying on this card a style of lettering which would be most effective in presenting the announcement. We also, incidentally, went into the subject of appropriate border lines and ornamentations.

The card having been chosen, the tools having been applied and the card having been finished, we now come to the last problem to be considered. That problem relates to the *proper fixture* in which the card might be displayed to the best possible advantage.

No matter how well the card is made, nor how carefully the card is carried to the store destination by the card writer's apprentice, or by the people sent to the card writing department for the work, if the finished article is *improperly displayed* the pains which the card writers have exercised and the care which the messengers have taken in transporting the card, is in great part wasted.

One of my first letters to my readers stated that the opinion and the judgment of the men who made the cards was perhaps worthy of consultation, but that there seemed to be an idea in some establishments that a card writer was a man of a low order of intelligence, and in reality of little account. The card writers' opinions as to the matter of the right sort of cards to use, the proper lettering to be employed and the uniformity of the display of the cards are, of course, not consulted by those who give orders on the Might over Right principles.

As a matter of fact, many pepole who presume to know what is right or wrong on a definite, specific subject are not *qualified* to speak on the subject, unless they have served a thorough apprenticeship at some time or other, in such work; and know the present, up-to-date requirements from other than a purely external or superficial aspect. I have known instances where people, who knew practically nothing about the proper display of cards, thought they knew all that was to be known. I am to illustrate and relate some of the *atrocities* which were frequently to be seen by *eye witnesses* on coming to such places of business.

There is one class or family of errors which is generally known to those who have made a study of Advertising Cards. This family or group of errors respecting card fixtures might be designated by the term "anything but the right thing." That is, in facing problems concerning which they have had no practical experience in modern times, people in authority instead of going to the employee or employees best qualified to speak on the subject, think that they know it all without the necessary years of study, and so saddling their ever-faithful horse named *Bluff,* they start to gallop through the aisles and up and down the establishment. The old horse, *Bluff,* has been employed from time immemorial to ride roughshod over people who happen to be beneath the riders—*on the salary roll.*

Atrocity one. I have not known a card writer, worthy of the name, who was not aware of the fact that a card should not be hung up with sharp-toothed clips or *dog hooks,* which would bite a hole in the card, or soon *chaw* a hole through the top of the card. However, we only need to enter a store and walk through the aisles seeing the *dog clips* in use, to know that the man in charge of the cards does not know better, or has absolutely no influence or authority outside of his elbow room. In fact, I have heard the principle expounded that it did not matter to the card writer what they did with his work after it left his desk. The work might be thrown on the floor, thrown under the counter, nailed up, slapped up or abused in any other one

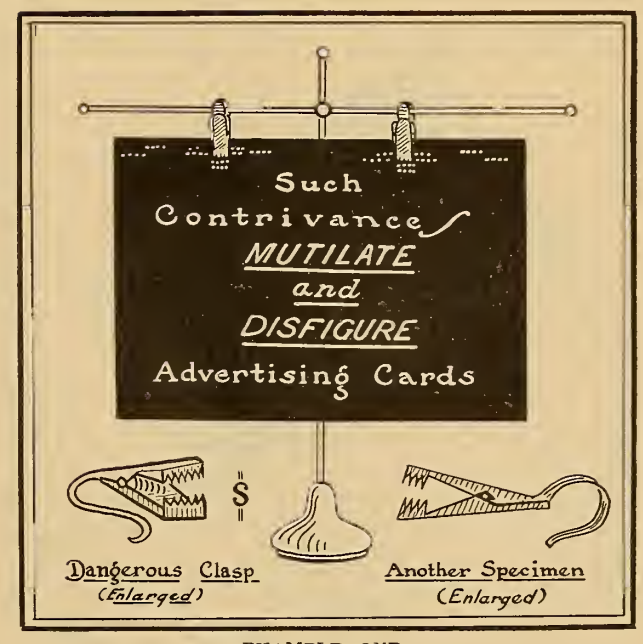
of many different ways. Briefly, it was not the card writer's "business" what happened to the cards after they left his department.

I pronounce such a theory absolutely barbaric, and so *most unbrotherly*. Any healthy, reasonable man knows that it is not so much the question of the dollars and cents which are earned for his work which counts, as it is the pleasure and satisfaction of knowing that one's work *serves well* the purpose for which it was intended.

Every employee should take pride in his work and should be made to feel that he is not a slave, but rather *a thinking, intelligent human being* who should do the very best he possibly can for the complete success of the work he is engaged to do. As soon as a man feels that he is recognized as being a human being rather than a bolt on a machine, he begins to exercise what is very generally recognized as being the most valuable thing an employee can have: namely, INITIATIVE, which means *doing the right thing without being told.*

The idea that a card writer is not concerned with what happens to his work after it leaves his immediate jurisdiction is the same sort of an idea that the father of a child, in getting the child prepared to go to school, need not pay any attention, whatsoever, to what happens to the child after it leaves the home. The people on the route along to the school may abuse the child in any way, shape, manner or form they desired; and, arriving at the school, the child may be thrown around and kicked and buffetted and pinched without the father having any rights in the matter, whatsoever. The design of every card which an intelligent card writer makes, particularly if he wrote the "copy" as well as lettered the card, *is a child of his brain.* It is a piece of work in which he has put his very best thought. Why, then, should he not be solicitous as to the way the card is taken care of after it leaves his shop, and why should he not endeavor to exercise a friendly co-operation with the people dependent upon the card for assistance, in order that the card renders the most effective and valuable form of assistance. A man who takes such an interest in his work thereby trusting that his work will most effectively serve the purpose for which it was created should be valued and rewarded by increased responsibilities. *He is* by resonable employers.

The child going to school will do better work at the school if his people, or those who are responsible for his being in the world, are interested in his welfare at the school. Just so, the teacher, who wishes to have the pupil do the most effective work, desires the co-operation and the *good will* of the parents of the child. Why should not the department heads or the clerks in a department desire the cooperation and *good will* of the cardwriters? In short, then, I contend the sign maker, as the one directly responsible for the existence of a piece of advertising, should be encouraged to see that his work performs the most useful sort of service possible, and that it is not abused by

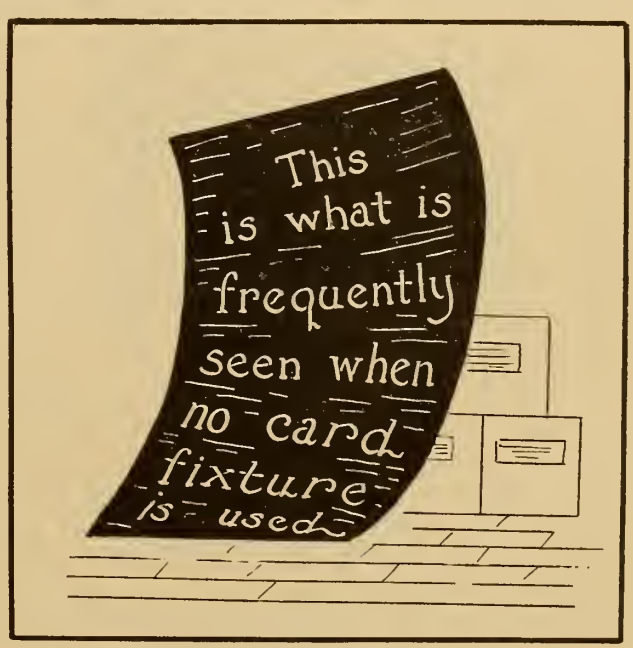


EXAMPLE ONE

duffer clerks, who know absolutely nothing about the care and the study which is necessary to produce the work. Such a spirit of co-operative helpfulness would present a Mutual Benefit Association, in truth.

It is a very easy matter to discern the intelligence of the card writer of an establishment, or the intelligence of the people directing the card writer, from the way the cards are displayed around an establishment. Here are some of the "horrible examples" which I have frequently seen where the card writer was not versed in the proper display of the cards, or where he was ranked an unimportant personage with absolutely nothing, whatsoever, to say about the matter.

Example One illustrates the use of the sharp-tooth clips which bite into a card, and in two or three days badly mutilate the work, in as much as the clips are



EXAMPLE TWO



EXAMPLE THREE

opened and shut each day as the cards are put up or taken down, in order to get a new hold. Hence the sharp points have an excellent opportunity to chew the card to pieces.

My next, Example Two, illustrates the mistake which is frequently made in display windows by using a card whch is too large for the purpose for which it is intended. Knowing this, the card says, "O, what's the use?", and curling up goes to sleep.

My Example Three illustrates the card which has the habit of *standing on its ear* on a counter or in a window.

All of these *"horrible examples"* are due to the fact that the proper card fixture is not in use. It is also an indication that the people who have to do with the display of the cards about the establishment are not versed in the subject; or have succeeded in reducing the influence of the people best authorized in the establishment to speak on the subject to *ninety per cent off, net.*

Every up-to-date display manager and every card writer should be interested in the proper display of the advertising cards, and I do believe that every display manager and every card writer, sufficiently trained, is conversant with the *improper,* so-called "card holders," and able to give reasons why they are *improper.* Furthermore, he is familiar with the *proper* card holders or card fixtures and is able to give abundant reasons for his opinion in the matter.

It has been very wisely suggested that every large store should have some one—versed in the subject—whose duty it would be patrol the aisles from time to time, inspect the cards and see that they were in proper shape and being properly cared for. This man might well be a member of the advertising staff and an experienced card writer.

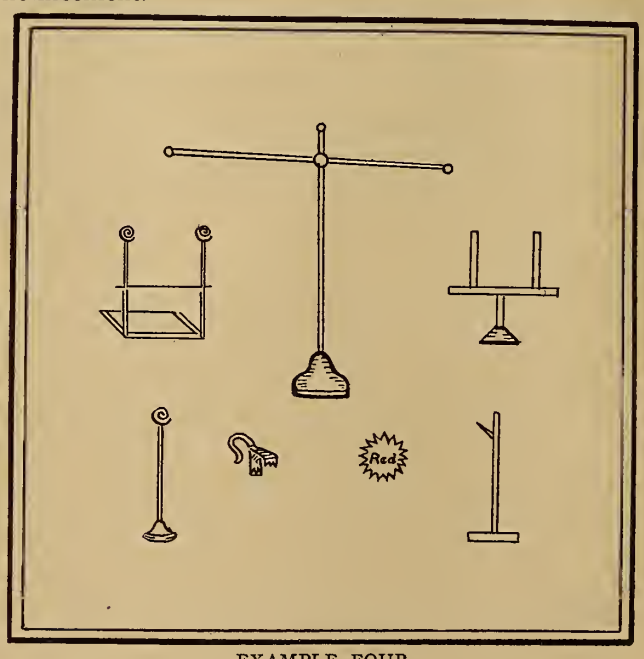
In card fixtures just the same as in other lines of merchandise, there are abundant *cheap substitutes.* In the end these *cheap substitutes* are ten times as expensive as the real article for the simple reason that they soon fall to pieces, or do not perform the service for which they were intended, and so are promptly discarded.

The amount of money wasted in card fixtures by buying on the part of men *not qualified* to intelligently buy is something that is not generally known. However, if a careful investigation were made behind the counters and under counters in the larger stores of the country, and all the *junk* gathered together, which accumulates in such places, it would be seen that the unintelligent purchase of stock fixtures was indeed quite an item.

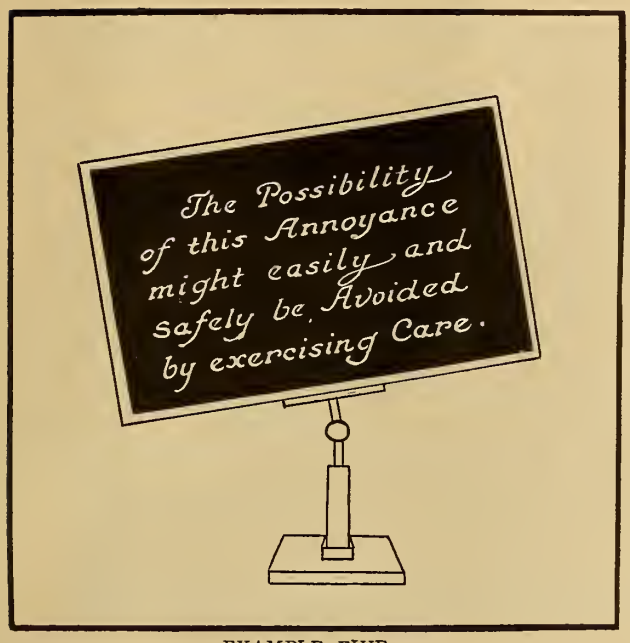
I am not a writer nor an advocate who believes in pulling down what may exist at the present time without a good purpose and intention in mind. Furthermore, I endeavor, at all times, to construct in place of what I have bombarded something which is better and more valuable than that which formerly existed. Space will not permit me to go into all of the various *cheap substitutes* for proper card fixtures, but my next drawing will illustrate a number of these, grouped together in *bouquet* form—as it were. See Example Four.

If I have succeeded in showing what is *improper* in the way of a card holder or a card fixture, I will now begin to tell what I consider *proper* by laying down the fundamental rule that no card holder or card fixture can be considered *proper* which (1) does not display the card to the very best advantage, and (2) which does not preserve and protect the card after being placed in the proper position.

The position in which the card is to be placed depends entirely on the position or the point from which the card is intended to be seen. Most assuredly, merchandise should not be placed in front of the announcement.



EXAMPLE FOUR



EXAMPLE FIVE

If the card is in a case or in a window below the level of the eye, it stands to reason that the card should be in a fixture tilted up at the proper angle. If the card is to be seen at a line directly or nearly in a direct line with the eye, the card should be placed perpendicular. If, on the other hand, the card or sign is to be placed up above, to be seen from below, as is not unusual over stock cases in narrow aisles, the card or sign might well be tilted down.

This principle is so self evident that it needs no argumentation. However, we not infrequently see cards in display windows where the cards are in a perpendicular position, although the floor of the window is far below the level of the eye. Needless to say, when a little card is desired to be placed in a case or on a small shelf an easel of card board might readily be made as shown in the next cut.

My second rule, with reference to the proper fixture of the card, concerns its preservation or protection. I do not think that any experienced card writer, or student of the subject, will question me when I state that the card holder of usual 5½x7, 7x11, 14x22 or 22x28 size should have a frame on all four sides, in order to prevent warping or twisting out of shape of the board. Then, too, if the card is to be exposed in a dusty place, or is to be permanently used, it might be properly protected by a dust-proof, glass frame.

The frame should be opened *at the top,* whether the card is to be displayed on counters, elevator doors or on posts, in order that the card might be slipped in or be taken out easily, and not be able to fall out at either side of the card holder. The frame should be constructed of wood or metal which will not warp or pucker out of shape.

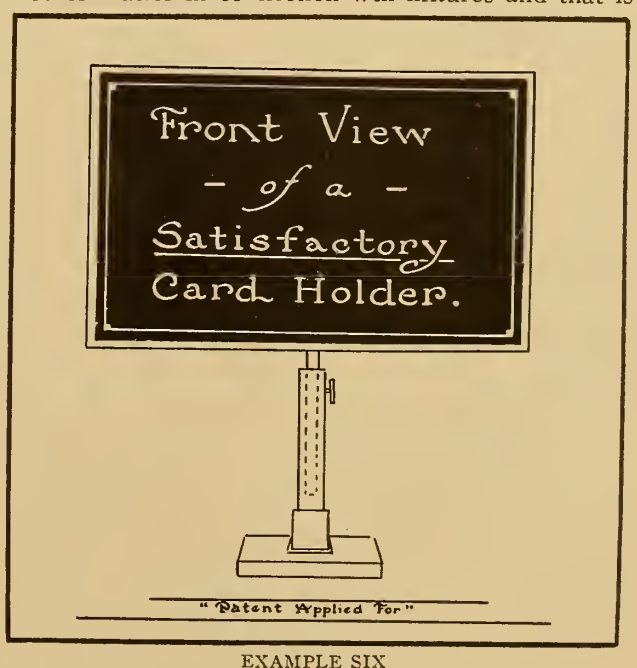
Just here I wish to call your attention to a blunder which many of the better known makers of card fixtures make, and that is the blunder of putting out a fixture, which by any possibility can be seen in a window with the base line of the card *not running* parallel with the floor.

My next drawing, Example Five, shows the way cards look which do not have the base line of the card parallel with the line of the surface on which the card holder rests. I do not have to say how sloppy the appearance of such a card is no matter how carefully it may be designed. The proper card holder should not only have a frame all about the card to hold it in shape, but it should be so constructed that there is absolutely no possibility of the base line of the card being tilted up or tilted down.

My next illustration, Example Six, shows the same card in proper position. If we only keep in mind what is absolutely essential in the way of card fixtures, depending upon the location and position where these fixtures are to be placed, we will be guided safely in the matter of purchasing fixtures or in having them constructed in accordance with our wishes.

If I were to set down lines which would apply to the requirements of any fixture, I would say that a design something like Example Six would suffice. The fastener or pin back of the frame will permit the card being displayed facing up, perpendicular or facing down, and the card might be raised or lowered by raising the rod in the sheath. I do not know as any manufacturer is making a card holder of this particular design, but it may be that such a card holder will be manufactured and displayed in the near future.

In many of the larger stores about the country I see that the store carpenter has made hundreds and perhaps thousands of neat wooden card holders of a kind which are required for the special position in which each card holder is to be set. This is certainly a most excellent plan, not only because it insures a uniformity of fixture, but also because it emphasizes another matter in connection wth fixtures and that is



EXAMPLE SIX



Plate No. 9383. An Opening Display by Walter E. Zemitzsh for Famous & Barr Co., St. Louis.

This is a large corner window which was decorated in yellow, nile and dark green. The large panels were filled with modern art paintings showing trees in various pale tones of spring colors. The floor was covered with beveled squares in imitation of dark and light marble. The flowers gave a finishing touch to the setting.

the *regular intervals of permanent fixtures on the counters.*

Some store keepers pay no attention to appearances. They have five or six card holders all bunched together at one end of the counter or ledge and pay no attention, whatsover, to regularity or to balance. However, in the leading stores in the country they do pay a great deal of attention to the matter of appearances, and they do observe the rules of regularity in the position of the card holders, either along the counters in windows or in the cases, or on the tops of the stock cases. When the store carpenter has made the proper fixtures and set them permanently in definite regular locations along the counters or along the top of the stock cases, the effect is certainly pleasing and gives the display men or the clerks a suggestion to arrange their merchandise in *units* accordingly.

In conclusion I entertain the thought that a card writer should think of himself as an artist, writing with skill and care the symbols which tell the advertising messages. The most wonderful advertising phrases conceived in the minds of men are less effective if scrawled; more effective if carefully and *intelligently lettered.* But this is not all. The "story" having been composed and properly translated into *pictorial form* by the card writer, the work of the advertising author and of the advertising delineator is not to be thrown to the dogs, but is to be *so placed* and *so protected* that it will not only be a pleasant sight for all to behold, but will be a source of unquestioned profit to the *business* of the establishment the card was created to serve.

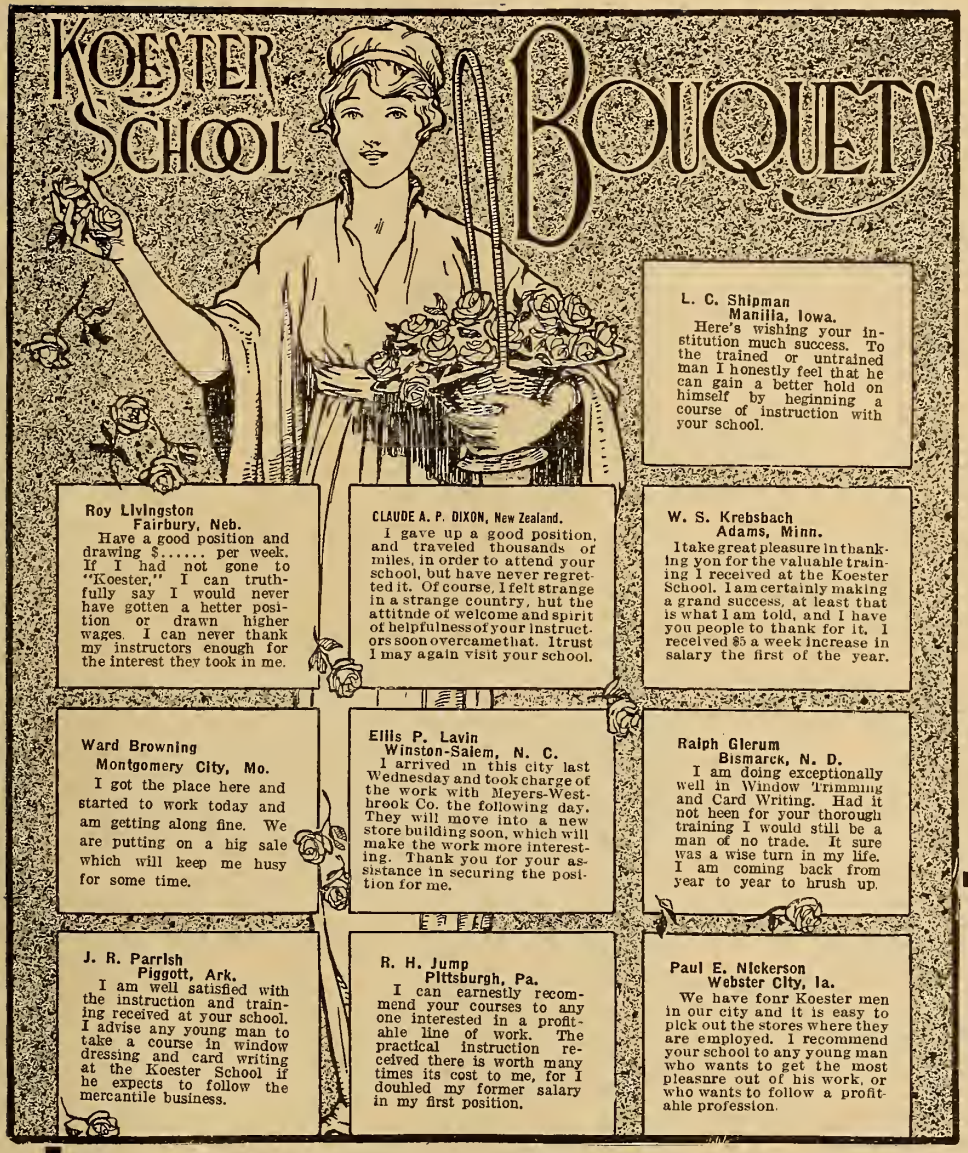
Talk on Window Display

ON Wednesday, April 12th, the Advertising Association of Chicago, at the club rooms, listened to an interesting talk on Window Displays by George J. Cowan, president of the Koester School of Window Display.

The audience was made up largely of the advertising men of manufacturing firms making merchandise distributed to the retail stores.

The subject was one that interested the men very much, because firms of this kind are now furnishing the retailers with a great deal of window display matter which makes it possible for the retailers to have unusually attractive windows when displaying these certain lines of merchandise.

IN THE APRIL ISSUE we made the announcement that Henry J. Liebel would succeed Monroe S. Snyder, who recently resigned as display manager for M. Goldenberg's, Washington, D. C. We have later been informed that Mr. Snyder will have two successors instead of one and that Walter A. Gentner, who has been his assistant in the Goldenberg store for eleven years, will be associated with Mr. Liebel with equal standing. On the joint business card of Messrs. Leibel and Gentner they term themselves "Co-Operative Display Managers" and, so far as the editor's information goes, they are the first to assume this designation.



Vacation Classes Start the First Week in June

Use the Coupon

Prepare Now for Your Future

A thorough knowledge of retail publicity, that is, **Advertising, Window Display** and **Card Writing,** will fit you to get the greatest possible income and best position in a retail store. It will also qualify you to go into business for yourself.

You cannot afford to waste your valuable time in learning all phases of the retail business by experience alone. Modern business methods demand the quicker and more efficient way.

It requires only eight weeks' time at the Koester School to complete all our courses.

The Vacation Short Courses can be completed in four weeks.

Don't Experiment with Your Education

When in Chicago we suggest that you make it a point to visit the School. Make a careful, personal inspection of our classrooms, which occupy two entire floors of the Dry Goods Reporter Building. Observe our facilities and learn our methods of conducting the work. Our ten years' experience in teaching, during which time we have trained over 5,000 young men, has given us a valuable knowledge of the requirements of young men starting in the retail business; and has won for us the foremost place in this particular field.

It is logical, then, that you should receive your training at the Koester School.

The Present Era of Prosperity

Means nothing to you unless you are prepared to hold a better position and get more pay. Decide now to be an expert—join the Koester classes at once.

Write for full information today

THE KOESTER SCHOOL 215 S. Market St. CHICAGO

USE THE COUPON

The Koester School, 215 S. Market St., Chicago.

Please send me information on the following subjects:

- ☐ Window Display
- ☐ Correspondence Instructions
- ☐ Card Writing
- ☐ Card Writing Supplies
- ☐ Advertising
- ☐ Store Books

Yours truly,

Name

Town

State

PRESIDENT, A. J. EDGELL, 29 W. 39th Street, New York.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT
E. D. PIERCE
Rochester, N. Y.

2d VICE-PRESIDENT
L. A. ROGERS
Dallas, Tex.

3d VICE-PRESIDENT
HARRY HOILE
Birmingham, Ala.

TREASURER
ED. O'MALLEY
Kankakee, Ill.

International Association of Display Men

CHM. PROGRAM COMMITTEE
GEO. H. LAMBERTON :: Chicago

CHM. EXECUTIVE COMMITTEE
B. J. MILLWARD
St. Paul, Minn.

CHM. MEMBERSHIP COMMITTEE
J. E. HANCOCK
Charleston, W. Va.

CHM. PUBLICITY COMMITTEE
D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE
A. E. HURST
New York

The Call of the Convention

You, Mr. Display Man,
Duty should compel you to attend the convention,
You owe it to yourself;
You owe it to every other display man;
Then why hesitate?
COME—
Be one of the hundreds that will attend.
You ask, "IS IT WORTH IT?"
Ask that of a member who has attended.
You want a helping hand.
Why not extend it to others?
You know the old adage,
"ONE HAND WASHES THE OTHER."
Be a good fellow;
COME—
Meet hundreds of other good fellows;
You are just one of the many;
COME—
Meet the cream of the many,
You are not too old to learn,
If that is your impression,
STAY AT HOME;
COME—
Prepared to have your eyes opened,
Demonstrations that will enlighten you,
Enlighten you on tricks of the trade
That have puzzled you,
COME—
You may know something that we should know,
COME—Meet display men from
Over the entire world,
Meet—
Men from New York to California;
Men from Florida to Maine;
Men from across the pond;
Men from the north of us;
Men from the south of us
Men who want to know you;
Want to make friends,
Oh, can't you get the spirit?
COME—
HELP! HELP!
And the Exhibitions,
The booths.
Wish I could describe them,
But above all,
The fine fellows you meet;
The glad hand they extend;
The broad smile that greets you;
And how welcome you are made to feel,
You who read this.
Wish I had you in front of me now.
I wager I could enthuse you,
Make you feel that August was a century away;
Make you feel that you would not miss it;
Get the spirit.
If every display man in the world felt like I do,
The Auditorium couldn't hold us;
Let us make the attendance 2,000.
I want to meet you all,
Because I am proud of my profession.
COME—
Show your colors,
I will attend if I have to walk,
Ask the boss,
Show him how important it is.
He will stand the expense,
Or part of it,
But the point I want to drive home is:
COME—
Not alone,
NO, NO, NO,
Bring a couple of display men with you,
Or maybe three or four,
Why not make it an even dozen?
I could keep on this way all day,
So,
COME, COME, COME,
You will? Good!
Thank you.

SAMUEL FRIEDMAN,
Member of Board of Directors and Executive Board of the I. A. D. M.

On to Chicago

IT is none too early to make your plans to attend the convention. Chairman George Lamberton and his fellow-workers on the Program Committee and Chairman Pratt of the Entertainment Committee have been working hard on the various educational and entertainment features. The demonstrations and addresses have been arranged with a view to giving those attending the convention as



An Artistic Display Stand

It has a handsome top or cross piece made of hard wood in a Circassian finish. The standard is substantially made of metal and well mounted. Write for prices and particulars.

Palmenberg

New York

Have your name entered on our lists for the catalogues we are about to distribute among interested and interesting display men everywhere.

J. R. Palmenberg's Sons

ESTABLISHED 1852

The Palmenberg Building

63-65 West 36th treet, New York

Factory: 89 and 91 West 3rd Street, New York

30 Kingston Street, 110 Bedford Street } Boston

10 and 12 Hopkins Place Baltimore

much of educational value as can be crowded into a few days.

Many men who have not appeared on the program heretofore, but who are recognized experts, will tell how they do things.

All available space for exhibits will be immediately taken when Chairman Lamberton sends out the floor-plan of the exhibit space.

The entertainment features planned are the most elaborate yet attempted and from all indications there will be something going on every minute of the time day and night—so much so that bringing your pajama-suit along will be a waste of time—you won't have any time for sleep.

For example, on Monday we may start off the "Big Doings" with a brass band, thanks to the efforts of that hustling member of the Executive Committee, Arthur Lindblom. You'll hear more about this a little later; then, too, there is a possibility of our breaking into the movies, so you'd better practice looking unconcerned—"registering" surprise, gladness, etc., like the regular movie actors do. A traveling man who has recently made a trip to the Pacific Coast and return reports that the display men are nearly all planning to attend. Many locals already have "On to Chicago" committees and taken all in all the 1916 convention ought to be the greatest ever.

The visiting ladies will be well taken care of, and it is hoped that many of the members will bring their good wives to enjoy Chicago's well-known hospitality. At Wednesday's banquet the ladies will be welcome. One evening will be given up to enjoying the treat (stag) prepared by the Chicago Association of Display Manufacturers and according to the plans made by that Association Tuesday night will be long remembered.

A. J. Edgell, President.

Program Committee Meets

AN IMPORTANT MEETING of the Program Committee of the I. A. D. M. was held Wednesday, April 12, at the Fort Dearborn Hotel, in Chicago. Those in attendance were Chairman George H. Lamberton, Geo. J. Cowan, C. J. Potter and Orval Simpson. The discussion pertained principally to the educational program which is being advanced rapidly toward completion. It is probable that we will be able to announce the program complete in our next issue. In this connection it may be stated with confidence that the program that is being arranged will be the best that has ever been presented at any convention of display men.

At the meeting of the committee, letters from a number of nationally known display men were read and it was gratifying to discover how many really big men were willing to appear on the program of the next convention. This willingness on the part of

prominent display men to help has made the work of the program committee much easier than was anticipated. It will be simply a matter of selecting the subjects to be demonstrated and then picking the best men.

Members of the committee were unanimous in the decision to make the program one of demonstrations rather than talks and the time will be filled with educational demonstrations of a character that will make this meeting a liberal education in the latest methods of window display. No matter how far one may have to travel, the practical knowledge of new and original methods to be obtained at the coming convention will more than repay one for the trip.

G. H. LAMBERTON, Chairman Program Committee.

St. Louis Display Men Meet

TWO MEETINGS were held last month by the St. Louis Display Men's Association. At the first meeting the officers for the coming year were chosen. A good representation of the membership was in attendance. The following officers were elected:

President, Walter Zemitzsch of the Famous & Barr Co.; vice-president, Al Hagen of the Grand Leader; secretary, B. A. Rainwater of Hess & Culbertson; treasurer, Al Kuntz of F. A. Steer & Co.

The newly elected directors are John H. Hobelman, advertising manager for B. Nugent & Bros., Joseph Chadwick of Famous & Barr Co., and Oscar Hagen of Stix Bros. & Fuller.

The meeting was held at the Majestic Hotel and was concluded with a banquet in one of the private dining rooms of the hotel. A later meeting was held in the Buyers' Club Rooms of the Nugent store. At this session it was determined to secure some of the executives of big St. Louis stores to address the association at its next regular meeting. Great preparations are being made for the big Chicago convention and it is believed that the club's full membership will attend the meeting in a body.

The Big Convention

EVERY advance sign is that the forthcoming convention of the International Association of Display Men in Chicago early in August will be a memorable affair from both an educational and an entertainment standpoint. I am unable at this time to give the program in detail, but there will be things doing which no member of the association can afford to miss.

Big as Chicago is, a large part of it will know very early in the game that we are in town. The opening day will be enlivened with music by the famous "Deltox Grass Rug Band," which will dispense some of its choicest music in the lobby of the Auditorium hotel, which will be headquarters for the convention visitors. The band also will play on the stage when it may be called upon to do so.

Another feature will be the taking of motion pictures of men and scenes of the convention. These pictures will be thrown on the screen some time during the convention. Members "will be caught" when they are posing and when they are off guard, and thus we will have "the goods" on the habits, manners and real personalities of our brothers.

Regarding the educational phases of the convention I am not so well informed, but members of the committee having that part in charge have told me the program will be unusually interesting and instructive.

Every member of the association should consider that the convention is our big clearing house of information. It is here we meet to exchange ideas, to report progress, to learn all we can from the other fellow and to cement the friendship of the profession.

At this time I want to urge every member to make his plans so that he can spend the four big days in August in Chicago. You owe it to yourselves, to the firms with which you are associated and to our organization. The best way to enlarge respect for our association and for the work of its members is to have the highest respect for ourselves.

Let us see that Michigan boulevard feels our presence and that State street—that wonderful panorama of display windows—is pointed out as a material expression of the artistic and creative genius of men of our profession.

A. W. LINDBLOM, Executive Committee.

Canadians to Come to Chicago

FROM East to West the slogan of the Canadian Association of Display Men changes this year, and now it is "Ho, for Chicago for August next!" At a meeting of the executive of the association held in Toronto recently, it was decided unanimously that owing to war conditions it was best to postpone the Canadian convention and continue the arrangements which worked out so satisfactorily last year and have the Canadian members take advantage of the program prepared for the International Association. Arrangements were made last year by which the Canadian Association would be able to attend the international meeting and the whole program would be placed at their disposal. A similar arrangement will be in effect this year, under the terms of affiliation between the two bodies. Canadian members will probably meet in Toronto as last year and go in a body to Chicago. They will attend the International convention and also hold a Canadian business session, elect officers and carry on their annual competition in window trimming, card-writing and advertising.

As it was necessary to choose an acting president to fill out Lieut. McNabb's term of office the position was unanimously offered to W. G. Moir, of G.



Mr. A. J. EDGELL

President of the International Association of Display Men, is now a member of the staff of the Economist Training School.

"From personal experience and talks with men who have attended the E. T. S.--and talks with merchants, I am convinced that your institution is doing a remarkably effective service both for young men of the retail world and for merchants as well--for the young men by giving them training that enables them to command good salaries and for the merchants by giving them men who 'Know How.'

"I know of no way in which I can do more for the advancement of display work than by directly assisting in the splendid educational work you are doing." (Signed) A. J. EDGELL.

The E. T. S. gives you the benefit of the experience of the very best men obtainable.

The addition of Mr. Edgell to our expert staff is of vital importance to every young man who contemplates taking a course of instruction, because he has a record for accomplishing big things in the display field and an international reputation as a leading display man.

As manager of the Display Service Bureau of the Society for Electrical Development he acts as display advisor to twelve hundred dealers with thousands of windows. His knowledge of retail conditions in all parts of the country will be of material assistance to graduates when starting in new positions.

As one of 25,000 contestants Mr. Edgell won first prize of $1000.00 for a series of sales ideas in the recent Rice Leaders of the World Idea Letter Contest. His instruction to students includes training to acquire ideas that may be used to advantage in displays, show-card writing or advertising.

When you take up your training at this institution you come in direct contact with acknowledged retail experts. The entire expert staff of the Dry Goods Economist contributes to the fund of practical, salary-raising knowledge which you obtain. You also have the prestige of New York training.

If you are interested in a better position and training, take the first step by sending for our complete School Catalogue.

(Classes are now forming)

Economist Training School

Instruction Dept. of the Dry Goods Economist

Display Management **Sales Managership**
Show Card Writing **Advertising**

231 W. 39th St. **New York City**

The Economist Training School
New York:

Send the book to

Name _____

Street _____

City _____

State _____

Please write or print plainly.

W. Robinson's store, of Hamilton. "Billy" Moir, as he is best known among his associates, has for some years been a very earnest working member of the association and his latest service was the enrollment of Mr. Welch who is in charge of the window trimming of Finch Bros., in Hamilton. Mr. Moir was also down to New York last year and his co-operation can always be relied upon.—*Dry Goods Review.*

A splendid musical programme was rendered, adding much to the pleasure of the occasion. A song by Cooper Lawley, a violin and piano selection by Mr. and Mrs. J. N. Nejia, and selections on a harmonica by T. Waldman composed this part of the entertainment. Bert Hirsch gave two humorous readings, "The Ancient and Modern Versions of 'The Boy Stood on the Burning Deck'," and "Yiddish Wedding Jubilee."

In his address Mr. Friedman told of the work



AFTER THE FEAST OF THE BIRMINGHAM DISPLAY MEN.

Birmingham Local Feasts

THE third annual banquet of the Birmingham branch International Association of Display Men, was held Tuesday night, March 28, at the Birmingham Newspaper Club. H. W. Hoile presided as toastmaster and Charles Miller installed the officers for the coming term. They were: President, Sam Friedman; vice-president, John Freeman; treasurer, S. S. Riddle; recording secretary, W. L. Singleton; financial secretary, F. O. Farrabee.

The annual address was delivered by Sam Friedman, who was re-elected as president, and who has been one of the most active workers in the local organization. Others who spoke were Mr. Riddle, Mr. Freeman and O. S. Finch.

which had been done during the past year and outlined plans for activities of the organization for the future. The success of the decorations for Fashion Week, which were entirely in the hands of the display men, had attracted attention of trade journals all over the country, said Mr. Friedman, and the local men had been highly complimented on their work.

The local branch is one of the strongest of the International association, and it works in harmony with the advertising men of the various firms in matters of publicity and decorations for special events. The banquet and annual meeting last night was a splendid success and was attended by practically all the members of the local branch.



THE PRESIDENT MADE A SPEACH(?)
AT THE BANQUET OF THE BIRMINGHAM LOCAL, I-A-D-M

HERE IS CARTOONIST LEIGHTON'S CONCEPTION OF THE BANQUET.



H. J. Rutherford

PRESIDENT

Author of Merchants Window Trimming Service and "Successful Retail Advertising."

Fourteen years' practical experience in display management. Five years' retail experience as buyer, sales manager and general advertising counsel for department stores. President of International Association of Display Men, 1908.

Advertising Department, John V. Farwell Co., Chicago, 1909-1910. Display manager and instructor of Mercantile Training, 1911-1915.



S. R. Weiss
General window display instructor and manager of merchants display service.



Geo. W. Hess
Show card writing instructor and display manager for cardwriting supplies service.



D. A. Polay
Instructor and window trimming specialist for Men's Wear display.

CHICAGO DISPLAY MANAGERS SCHOOL

CHAMPIONSHIP TEAM OF INSTRUCTORS

are pictured here to invite you to join with them in training, to prepare yourself for the high paid service of window trimming, show-card writing, advertising and salesmanship.

Come to

A PRACTICAL TRAINING SCHOOL

where you will have the advantage of training with business men who have gained their expert knowledge of this pleasant and profitable work through years of practice in Chicago's famous retail stores.

This is the only Business Training school in Chicago having a merchants display service department in charge of former State street display managers. Our students can add this actual experience in Chicago retail stores while training, without additional charge; it is a decided advantage to have this for reference, to help secure the best paid position.

Summer classes and vacation classes are forming now to start every Monday; this is an invitation to join, to train, and prepare for a better salary.



James Ashley
Traveling director of merchants display service.



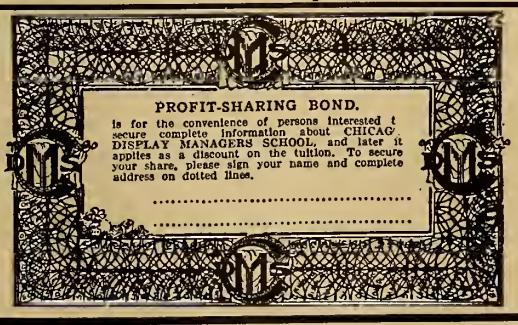
Chas. R. Cowley
Window display fixture demonstrator and store equipment specialist.



Otto Buehrmann
Sales instructor and business counselor.



Leroy A. Brady
Vice-president and treasurer in charge of retail merchants personal advertising service.



Send for the 72 page reference book, use the profit sharing bond to get the facts about a special discount on tuitions for enrollments of record previous to July. Sign your full name, address and mail to

CHICAGO DISPLAY MANAGERS SCHOOL

304 W. Jackson Blvd. CHICAGO

J. A McNabb Goes to Front

HUNDREDS of our readers who are friends of J. A. McNabb, formerly president of the Canadian Display Men's Association and who has attended several of our conventions, has joined the Canadian contingent and will go to the front as a lieutenant. He enlisted some time ago and after a special course in military tactics was given a commission as lieutenant. At the present time he is serving with the 93rd Battalion at Petersboro.

The Canadian association will feel the loss of Mr. McNabb, as he has been very active for the welfare of that organization from the time it was formed. At the New York convention last August he made one of the most notable addresses and was strongly instrumental in bringing about the affiliation of the Canadian association with the I. A. D. M. Other members of the Canadian Display Men's Association who have joined the colors and are already at the front are E. G. Meadows of Edmonton, Will Surnam of Fort William, Warren Andrews of St. Thomas, Laurence Whitney of Orillia and Chris. Meadows of Guelph.

Buffalo Display Men Meet

A GET-TOGETHER meeting and dinner of the Buffalo Display Men's Association at Hengerer's Dutch room recently was one of the most enjoyable events since the association was formed. Clement Kieffer, display manager of C. A. Weed & Co., was toastmaster. Alex F. Osborn, president of the Ad Club, gave an address on advertising, and H. W. Pollock demonstrated the advantages in the use of show cards. Several leading display men of Niagara Falls were in attendance. Messrs. Murray and Tepaz received a hearty welcome in vocal and instrumental numbers.

The following were present: Clement Kiefer, Jr., J. E. Genrich, J. A. Robinson, William J. Wright, George M. Murry, C. G. Haas, J. Becker, M. J. Hughes, A. J. Ryan, H. W. Brown, A. J. Cashin, E. J. Miller, J. F. Sullivan, A. W. Manning, C. A. Little, Joseph Ambrose, G. J. Klein, E. W. McKenzie, W. C. Abbott, William A. Bork, R. Spitzer, A. Berkones, B. Kennedy, A. Merrin, E. W. Sorg, H. C. Kraus, F. G. Hockman, G. S. Robinson, W. R. Lautafft, G. S. Greenleaf, H. Johnson, Paul Pike, Charles MacKearin, J. D. Schulze, W. L. Strong, Charles Cook.

Joliet Display Men Hold Meeting

THE Joliet local organization of Window Display Men had an educational evening for their monthly meeting, the night of April 3rd. Geo. J. Cowan, president of the Koester School, gave a talk from 7:30 to 8:30 on the subject of background designing, the placing of merchandise in the windows illustrated by drawings which he made on the blackboard.

From 8:30 to 10 Mr. Cowan gave a talk on the general subject of window display, illustrating his talk with stereopticon slides, and each illustration was used to bring out some point of importance covering the subject of "How to Put in Better Display." The meeting was held in the auditorium of the Public Library, and it was attended not only by window display men, but by many members of the Advertising Club, and by some of the merchants of Joliet that are interested in the subject.

Educational Committee Meets

ON Saturday, April 5, A. E. Hurst, Chairman of the Educational Committee, Vice-President E. D. Pierce and J. M. W. Yost of that committee held a meeting in New York with President A. J. Edgell. Plans and recommendations to be presented to the next convention were discussed at length. The Committee is meeting with a great deal of difficulty in securing the return of slides, photographs and other material sent out to Locals.

Either through oversight or neglect this material remains in the possession of locals long after it has been used and other branches are thus deprived of the use of it. Letters and notices asking that the material be returned receive no attention and the Educational Committee is thereby severely handicapped.

In a work of this kind it is absolutely necessary that each local do its part by promptly returning or forwarding the material to another local. There are hundreds of photographs, slides and show cards tucked away in corners of local officers' desks that should be returned so that they can be put into circulation again.

Fred Pratt a Merchant

FRED S. PRATT of Joliet, Ill., who is well known to members of the association, has gone into business for himself. Together with two associates in the store of Dinet-Nachbour & Co., he has purchased the old established clothing business of L. A. Raub. The other members of the new firm are Oliver H. Tesdall and Frank X. Assman.

Mr. Pratt in addition to being well versed in the clothing business has a reputation as a display man. He is an active member of the International Association of Display Men. While president of the local association of display men he directed Joliet's first Fashion Week and Style Show.

Mr. Pratt graduated from Plainfield high school and began his mercantile career in the store of A. T. Corbin in that village in 1901. In 1905 he became identified with the firm of McHugh & Schoenstedt in Joliet and remained with this firm until its dissolution. He was with the Boston store for a few months and joined the forces at Dinet-Nachbour in 1907.

ANNOUNCEMENT



Pertaining to the personnel of The Adler-Jones Co.—a corporation recently formed by men of the widest experience in decorating lines.

Mr. Joseph I. Adler is well-known to many of you, having been for some ten years in the business of selling, manufacturing and cataloging artificial flowers and store decorations. He naturally brings to the new combination a world of experience that will certainly be of benefit to his many customers and friends.

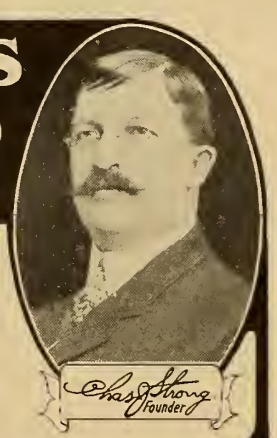
Mr. Harry T. Jones has resigned his position, held for many years with Mandel Brothers, Chicago, as display manager. Mr. Jones undoubtedly has a wider and more varied experience on State Street than any man in the profession. He brings all of his experience and creative genius to the new firm, the value of which cannot be overestimated.

Attractive sample rooms for the display of their complete line of artificial flowers and decoratives have been designed and executed by Mr. Jones, who with Mr. Adler, extends a most cordial invitation to every one reading this announcement to visit them at the first opportunity. Both Messrs. Adler and Jones will be on the road shortly, showing the ADLER-JONES line of newly originated designs in artificial flowers, decoratives, etc.

Write for further information

THE ADLER-JONES COMPANY, 333 South Market Street
CHICAGO, ILLINOIS

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



BIGGER BETTER and MORE COMPLETE than ever
STRONG'S 1916 CATALOG

New equipment for the "Trade"—New Brushes—the famous "BLUE HANDLE BRAND"—trimmed kind that stroke perfectly. As before, we have searched the world's markets and have made every endeavor to get the best things needed—to get new labor saving devices and above all, to hold the prices down. Our business has grown so fast and large, that we get the low quantity prices.

STRONG'S CATALOG 1916 SUPPLIES

For Merchants, Sign and Show Card Writers



Get the new catalog—study it—our stock is fresh—it sells so rapidly, it can't get old—don't "handy cap" yourself—work with the best supplies—you do better work and can get better prices. The war has scarcely affected prices in the new catalog. Don't put off sending—
A postal card will bring it.

Act quickly ***NOW!***

Detroit School of Lettering

Department 1805

DETROIT, MICH. U.S.A.

Interest in Prize Contest

QUITE a few of the members have written recently for information regarding several points of the contest and rules, for the coming convention contest of the I. A. D. M.

Pertaining to photographs that have been entered in other contests previously, there is no rule barring these out, providing they are not over one year old. All photographs must be those of displays since August 1, 1915. No matter how many contests they are entered in. Last year a large percentage of the photographs entered in our annual contest were also entered and won puries in the Rice Leader Contest, the largest window display contest ever held. Also of the Chalmers Knitting Co. and other notable display contests. All we want is the new displays.

Regarding the size of the photographs. There is no rule to say just what size they shall be. This would be impossible as windows are not all the same size or shape. We have however suggested that you use not larger than 12x14 mounts. If you have a smaller photograph, have it enlarged to an 8x10 or as near that as it can be made. This is to your advantage and the cost is not very much. Try it and see.

In our Class No. 28, calling for Holiday Displays, Christmas, New Years, Decoration Day, July 4th, Labor Day and Thanksgiving are the days referred to. Christmas of course brings forth the greater number of Holiday Displays, but occasionally some of our members make very elaborate settings on these other days, and they will be welcome in this class. And Class 29 is also not very thoroughly understood. This is the first year we have offered such a class. Tableau Displays are not very common. Yet very often Display Men are called on to make a display to assist some church, fraternal, or civic organization to assist in creating special interest for some particular occasion. Hospital days or tag days, as they are called, often excite quite an interest, and display men co-operate in suitable window displays, at the same time advertising some of their wares. Charity calls on all forms of publicity. The tableau that tells the best story advertises the best. Fairs are occasions for these tableau displays. Also national and memorial occasions, peace days, etc. We hope for a large entry in this, the first year we offer this class.

In Class 36 we wish to draw out the artists in our profession. There are many opportunities for display men who are artistically inclined and able to make good drawings or sketches. This class is for you fellows; go to it. There are opportunities for you ahead. Show us what you can do. It will give us all added interest to know you, of your ability as an artist. Trade journals, educational institutions, etc., are looking for you.

In Class 37 we want ideas. Even though you can not make a good or accurate drawing, if you have a good idea for a display put it on paper and enter this class. Your drawing is not to be judged here. It is simply the idea it conveys. Here is the place to enter your mechanical window display suggestions. What will draw attention quicker to a window display than a moving object? Is there anything? We are all looking for live things; give us a few good mechanical suggestions. Get busy and give us a few new ones.

Class 39 is the Sweepstakes class. Every display man can get ten photographs of window displays, of at least three different kinds of articles. Take an exclusive shoe store for example. Three displays of women's high shoes. Three of low shoes. Three of children's shoes, and another of baby shoes or pumps, shoe findings, etc. Then you still have men's and boys' shoes left for displays of their special lines. This is a point that shoe men should study. Special displays of one kind of shoes. To continue day after day and week after week to display a sample of nearly every kind of shoe you have in stock gets monotonous to the public. Then, too, your window should be made to attract individual interest. A window that will appeal to a woman does not always attract a man's attention, and vice versa. A good display, to attract the attention of buyers of dancing pumps, might not attract a plowman. But the week following you get his attention.

If any display man may think he is prohibited from competing in this class let him write me now. I will show how he can, with the most exclusive lines, get different displays in different ways to make up his ten, even though he would have to go outside and make a few displays of another line.

Card classes are arranged just as they have been for the past two years. There is but little improvement to be made in the classification of show cards. Pen work does not have to compete with brush work. And then we have the open class for any kind of lettering and decoration. Card men are generally pretty well pleased with our classification. Bring in your entries (or send them). Card entries were light last year. But we hope for a larger class this year as the "Western Boys" go after the show cards.

Now just a word about the Association Cup. Mr. Yost has intimated that he would not try for the cup this year. Why not? Hold the cup, Yost. The Rochester members should try to take this cup away from Johnstown this year. Yost and his fellow club members should try and hold it in Johnstown. Then how about the Two "Carls" at Columbus. Ahlroth, with such a bunch of clever artists, should make a big try for it at Columbus. They have H. H. Tarrasch to help them. The Twin City club has some very clever display men and should make a try for it. And you can bet Birmingham is coming in strong. Friedman and Holle have been carrying away a number of prizes and with the new classification Friedman will have a bigger string of them this year. Then look out for the new clubs and their prize winners. Hancock will let you know Charleston is on the map, as will also our friend Carl Meier, for the Tri-City Association with some of his fellow members. This cup is up for another year for sure. Should Johnstown or Rochester get it this year, it would go up at least one more year.

Interest will increase from year to year as the cup moves around. It is the means of great rejoicing in your home coming. Take this matter up in your clubs, boys, and go after it systematically. Get an entry in every class. Remember the ribbon class last year. Only one entry. Do not let this happen this year. See that your fellow members have entries in every class. Card classes as well. If some

Get an Air Brush Outfit

OF THE

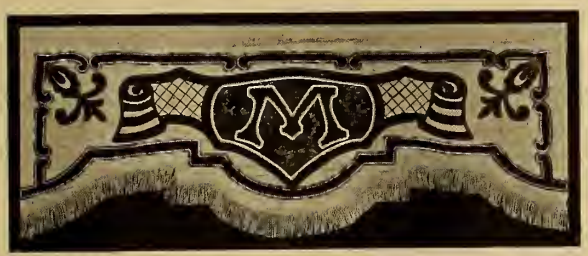
Master Builder



BECAUSE as a master in your line you should have the best there is to be had. You buy only one Air Brush in a lifetime and you have no time to experiment; get the best there is to be had in the first place and you will not have to "wish I-H-B the WOLD."

A postal will bring you the latest catalog and circulars of Air Brushes and Sprayers. Do the "Merchants Record" a favor to mention it in your inquiry.

THE WOLD AIR BRUSH MF'G CO.
716 W. MADISON STREET CHICAGO



Use "Artisto" Valances

and add "CLASS" to your Store Front

They cost no more than the ordinary kind and you are insured against fading and destruction when cleaning.

Send for our Catalogue and prices or send us a layout of your windows and let us show you our idea of an attractive decoration.

Stock Valances by the Yard at Very Low Prices. :: Headquarters for Puff Shades.

The Window Decorative Works
Dept. K — 1258 W. 4th St., CLEVELAND, OHIO.

Culver NEW YORK

Washable Wax Figures

Culver wax figures have the *only perfect washable finish* ever applied to a wax figure.



Full Bust—No. 119

We *positively guarantee* that they can be washed with ordinary soap and water without the least injury to the soft, velvety skin finish.

Complete instructions will be mailed to every customer.

Manufactured by

IRWIN G. CULVER CO., Inc.
60 E. 8th St. New York City

members go after their particular lines and others theirs you can easily fill your classes.

Make this the best contest we have ever had. The classification is the best and most liberal we have ever arranged. Think back four years and see the strides we have made in this matter alone. You can now enter the contest and have some show. You do not have to enter shoe displays against millinery displays, or clothing displays against furniture displays. Each class or line is nicely arranged.

Enter the contest with the spirit of helping some one. If you win well and good. But if by chance you do not happen to win, your contribution is of just as much value to the association. It will convey an idea to some fellow member of the association. Your entry will be appreciated just the same.

Just a word regarding the drawings for the emblem contest. In passing around the different cities they are lost in the transportation. We have traced them from Birmingham, on their way to St. Louis. Just as soon as they can be located and the judging completed we shall be pleased to announce the design and the winner. Some very clever ideas were submitted, and it is a very regrettable occurrence to have them mislaid or missent. We were particularly anxious to use the design for our convention matter this year. Kindly have patience with us, we are all doing our best. Save your good window displays, by photographing them. Bring a photo to the convention. We all want to see them.

Very sincerely yours.

P. W. HUNSICKER, Secy.

BEN J. MILLWARD of St. Paul was in Chicago recently on business connected with his office as Chairman of the Executive Committee of the I. A. D. M. He is working hard for the association and particularly for the Chicago convention. Mr. Millward had a number of important meetings with members of the program and entertainment committees and predicts that the meeting next August will show a tremendous gain in attendance and in interest over any previous convention. He certainly is doing his part to make it a success.

G. A. Smith Has New Position

G. A. SMITH, who for the past three years or more has been connected with the Economist School of New York as an instructor has left that line of work to become manager of the Window Advertising Department of the United States Rubber Company of New York. In that capacity Mr. Smith will have charge of all the display work of this company in Manhattan. This involves considerable work as an aggressive campaign of window displays is contemplated. Mr. Smith will also design and prepare window displays for his firm's many branch stores that are to be found in all of the principal cities. This feature will be taken care of principally by means of a regular monthly service sheet that will be sent to all of the U. S. branch stores and to dealers carrying the U. S. line. He will make occassional trips throughout the country, visiting branch stores and offering suggestions as to how these may better their displays.

Mr. Smith has had a wide and varied experience in window display and is an unusually clever designer of settings for all kinds of merchandise. His work is well known to display men everywhere through its wide publication in various trade journals. For five years he was head Display Man for the A. T. Lewis & Sons Dry Goods Co. of Denver and later was editor of the Store Equipment Supplement of the *Drygoodsman*. Although he assumed his new duties on May 1, Mr. Smith has already installed several notable displays in New York for the United States Rubber Co.

N. C. R. Co. Offers Prizes

THE National Cash Register Company is offering $1,000 in prizes to the employes of retail stores for suggestions relative to the improvement, sale or use of their registers. The announcement states that the total amount will be divided amongst the ninety-nine who have sent in the best suggestions, as follows:

For best suggestion, $50; for second best suggestion, $40; for two next best suggestions, $30 each; for five next best suggestions, $25 each; for 10 next best suggestions, $20 each; for 25 next best suggestions, $10 each; for 55 next best suggestions, $5 each.

All suggestions must reach the offices of the company at Dayton, Ohio, before midnight, July 15, 1916, in order to be considered in the competition. Awards will be made by a committee of three department heads of the National Cash Register Company at Dayton, Ohio. That company has had the suggestive system in force at its factory for many years, in fact it was the pioneer in this kind of work. Each six months the employes are gathered together for a distribution of $1,500 in prizes for the best suggestions pertaining to the work at the factory. This announcement for employes in retail stores will undoubtedly create an interesting rivalry throughout the country.

COMPARATIVE prices have done much to discredit department store advertising. Such flagrant exaggerations have been resorted to by some advertisers that many reputable merchants have discontinued this form of advertising altogether. But the one who really suffers the most from the misuse of comparative prices is the misguided merchant who is short-sighted enough to think that he can impose upon the public in that way. The buying public of today is fairly wise as to values and is not likely to be far misled by the arbitrary figures in an advertisement or on a show card. A truthful comparison of former and present prices may be made a good advertising argument, but gross exaggeration is certain to prove a boomerang.



DECORATORS RELY ON UPSON BOARD

MANY of the country's most successful store decorators have told us that of all the factors in artistic decoration they consider Upson Board one of the most important. They report it wonderfully economical and absolutely dependable—easily cut, light in weight, remarkably stiff, and not subject to bending and warping.

Upson Board is invaluable in window displays—for handsomest backgrounds; display panels, forms and fixtures, platforms. It is convenient also for making cabinets, booths, screens, signs, etc.

UPSON-BOARD (PROCESSED)

The most dependable board made in America

is altogether different from ordinary wall boards. It is harder, stiffer, stronger and more woodlike; cuts clean and evenly; and—being specially surface filled—one or two coats of any kind of paint finish it perfectly.

Upson Board makes handsome partitions for model rooms, offices and rest rooms, and is an ideal lining for the walls and ceilings of a store interior throughout. It can't crack, chip or fall like plaster.

The Upson line is the most complete offered by any board manufacturer—ten lengths; five thicknesses; and three widths including the latest Upson innovation of great wide panels — 64 inches wide. A board for every conceivable purpose!

Upson Board samples and information of especial value to you, will be sent upon your request.

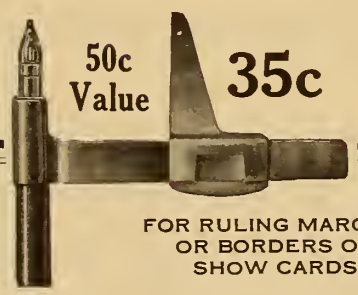
Write today to—

THE UPSON COMPANY

Fiber Board Authorities

173 Upson Point :: :: Lockport, N. Y.

LOOK FOR THE BLUE CENTER



FOR RULING MARGINS OR BORDERS ON SHOW CARDS

Adjustable Ruling Gauge

Special this month 35c

THIS is only one of the *big specials offered* in my circular of Fifth Anniversary Money Saving Specials.

By using this gauge you can rule margins and borders from ¼ inch up to 2½ inches in much less time than by any other method. Accuracy and ease in operation make this an article every card-writer needs.

Constructed of hard aluminum to hold any make of pen. Equipped with pen-holder and ball-point pen.

Send today for this Fifth Anniversary Special Circular while the supply lasts.

Address Dept. M-5 without delay

BERT L. DAILY

Advertisers' Bldg. Dayton, Ohio

Compo Board Window Displays

When you think of changing your Window Backgrounds, think of Compo-Board, the two thinks go together in the minds of thousands of Display Men. You can use Compo-Board, too.



This Store Uses Compo-Board Every Season

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about **Compo-board.** Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDALE AVE., NORTH MINNEAPOLIS, MINNESOTA

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF

Men's New Shirts at $1.85—Any day of the week, any week of the year, you will find in the Saks Men's Shirt Shop a most impressive display of the very newest shirtings in an equally attractive array of designs and weaves. We have selected for this special sale at $1.85 a most remarkable assortment of cloths and designs of a kind usually identified with shirts sold at higher prices, such as: *Bahama cloths, cricket cloths, Japanese home-spuns, Scotch zephyr, silk-and-cotton mixtures* and a profusion of other weaves too numerous for description.

Special—250 *Brand New Blue Serge Suits With Extra Trousers at* $15—Blue serge is the most staple of all suit fabrics and it was never as staple as it is today, and seldom has it been so scarce or high priced. We count ourselves fortunate to have secured this lot of 250 blue serge suits with extra trousers, to sell at a very special price—$15. The extra trousers are not bait. Like the suits, they are all-wool and fast in color. Every man knows that with an extra pair of trousers a suit will give double service. Without the extra trousers these suits would be excellent for the money. With them they are the best $15 men's clothing proposition in Philadelphia. In this lot there is a full choice of models for men and young men in a full range of sizes.

Before Any Man Opens His Pocket-book to Buy Clothes let him first see what this old reliable clothing store has to show him in fine, all-wool, beautifully-fashioned and skillfully-tailored suits at $15 to $35 in a choice of models that cannot disappoint any man, young, old or middle-aged. Walking, or cutaway coats and vests, with or without binding, made of fine Oxford mixtures and silk-lined throughout, $30 and $35 (for the two garments). Striped ready-to-wear worsted trousers, $5 and upwards.

This Is the Day for Men Who Care to Buy Their Summer Clothes—Up-to-the-minute men who want to pay low prices for their clothes will buy them in a store in which they take no chances. This is their Store. It is the only store of its kind in Philadelphia, the only low-price store of men's clothing that holds absolutely to the standard of all-wool. Men and young men can safely pay $12.50 to $20 for their new spring suits with supreme confidence of getting the best that can be had at these prices.

Young Men! Young Men! Here Are Those Smart Pleated Back Suits—There is a tremendous vogue, that is growing every day, for pleated back suits for Spring and Summer wear. They do look a bit smarter than the conventional sack coats that men have been wearing day in and day out, year after year. They sort of pick a man out and say to the people round about: "Here is a chap who knows what's what and can wear the right clothes with an air." We have a splendid showing of these suits in blue serge, flannel and fancy mixtures. The coats are made in various styles of pleats and there is one here to suit every man looking for a good, smart, out-of-door suit of clothes that can be worn with equal correctness on a country tramp or to business in the city. Prices are $12.50 to $16.50.

A Man Whose Heart's Desire is a suit at $15 or $16.50 —he can find it here, and it will be all that he can wish for in a new Spring suit. We had these suits made especially for ourselves, and we had them made especially because so many men pay $15 to $16.50 for their suits. These suits are all-wool and all reliable without a doubt or quibble or qualification. The patterns and colors will speak for themselves to all men, especially to young men who must have youthfulness in every line of the clothes they wear.

An Exhibition and Sale of Men's Neckwear at 29c, 49c, 55c, 69c and $1.00—This important display of NEW neckwear has been arranged to show the unusual range of colors and designs to be found in scarfs at every prices at Saks. The weaves includes the very newest materials off the looms, such as: *Armures, Crepe Meteors, Foulards, Imported Grenadines, Pussy Willow Taffeta, Regimental Stripes, Satin de Soie, Irish Poplins, Moire Antique.*

Saks Suits at $17.50, $20 and $23—*The truth has never been a novelty at Saks'*—Our $17.50, $20 and $23 suits for men and young men are $17.50, $20 and $23, respectively. Those are our prices—what other stores would ask for suits of the same character we don't know, but we do know that there are no other suits of this character at the same prices. We have put into these popular-priced suits the talent and resources of a tailoring organization which knows New York and its style preferences like a book. We have curved the waistlines, individualized the cuffs, rolled the lapels and cut the vests, as they never before were curved, individualized, rolled or cut at $17.50, $20 and $23! And we have tailored them in fabrics which are just as much ahead of the average in character as the models are ahead of the average in cut.

Special! $1.25 *Muslin Petticoats* $1.09—Hundreds of these are ready for today—the lot representing a "buy" made recently in New York. We quote them at $1.25 values. That is conservative, and you will know the moment you see them that they are worth more than $1.25. The muslin of which they are made is of a splendid, service-yielding grade. The deep, knee flouncings are of very beautiful embroidery, and there is an underlay of muslin, ruffled. A few of the styles have Valenciennes flouncings—only a few. At $1.09 they are gilt edge values!

Silk Hosiery—New Creations for Wear With the New Costumes—Hosiery is more this year than a mere adjunct of the costume. It may sound the color note of the whole symphony; invariably it exerts an influence. Part of this originates in the shortness of the new skirts, making Hosiery more than usually prominent; but a good share, too, arises from a desire to have pretty Stockings. Many of the striped, plaid and clocked styles brought out this year are marvelous —and daring. For wear with evening and street dresses, you will find almost every conceivable color—especially champaigne, fawn, bronze, elephant, castor, smoke, pink, tan, putty, gray, navy, king's blue, pongee, sand and flesh, most of which are prominent in the fanciful shoe-tops so much in favor.

Blouses at $2.50—Our blouse business is unprecedented. The reason? Find it in the blouses and their prices. Today we are holding up the ones at $2.50 for you to see. As many styles as you will care to see all of voiles and organdies, and some of them are hand-embroidered, others are finished in lace, and hemstitching. It is difficult to believe that you cannot be *bloused* from this collection at $2.50.

A Fine Handkerchief Is One of the Marks of a Gentlewoman—She may economize elsewhere, but not on the sheerness and fineness of the little square of linen in her pocket. And she does not need to economize on this when 25c buys such handkerchiefs as we sell. As much care and thought go into them as into the costliest article in this Store. One may even go below 25c, and be sure of getting handkerchiefs that will be a pleasure to the eye and the touch.

A Girl Won't Find Such Silk Petticoats Every Day— An uncommonly good group of silk petticoats in 32 to 36-inch lengths, at $3.85, $5 and $6. Soft taffeta silk of excellent quality, in black, white and the most wanted colors, including some pretty changeable effects. Very good styles, that at $5 having three rows of quilling, and that at $6 having a deep flounce set with six ruffles. Such petticoats are not come by every day, and a wise young girl will secure one while they last.

New Millinery—Remarkable. at $5 and $6—Brand new collection for this morning—and a joy to the eye. Large hats, small hats, medium hats. Hats for young women, their mothers and their grandmothers—and such hats as will do justice to any of them. Some veritable gardens of gay flowers, others tailored styles, with a jaunty bow for trimming. Black hats, brown hats and hats in almost any color you want, with plenty of the fashionable grays and chartreuse. At $5 and $6 they are a remarkable collection.

A Black and White Story as Applied to Silks—White silk or satin skirts, for example, with jackets of black-and-white striped or checked silks, or the skirts of the checks or stripes with jackets of all black or white silk. Striking, of course, but these are some of the smartest combinations of the season, and they afford most fascinating possibilities. These novelty black-and-white and white-and-black silks are here in great variety and show many new ideas. Stripes of



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538 Federal St.
Camden, N. J.



No. M. S.

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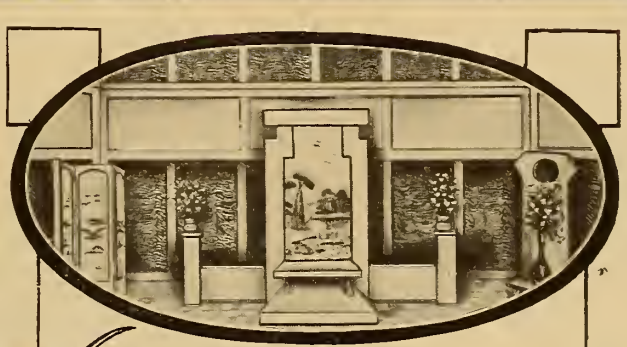
Just a few of our large assortment

Morning Glory Vines, 4 Flowers of Sateen, 12 Muslin leaves, per gross, 16.00
Clamatis Vine, 4 Sateen Flowers, 12 Muslin leaves, per gross yds., $16.00
Lilly Vine, 3 Sateen Flowers, 12 Muslin leaves, per gross..... $16.00
Foliage Vines of Muslin, per gross$6.00 up.
Wisteria Vine, 6 leaf Sprays and 2-9 inch Flowers to yd., per gross $20.00
No. M. S. Apple Blossom Vine 12 Muslin leaves, 10 Sateen Apple Blossoms to each yard, per doz.....$ 1.20 per gross.... 11.50
Single Apple Blossoms of Sateen, per gross 32c
Single Apple Leaves of Muslin, per gross 35c
No. M/9. Wisteria Flower, 6 inches long, per gross..... $2.75
No. M/18. Wisteria Flower, 12 inches long, per gross..... $5.75
Maiden Hair Ferns Natural Preserved, large size, any color, per 100 ..$5.50
Asparagus Ferns Natural Preserved Sprays, 12-15 inches long in green, per 100..... 5.50

Any color desired

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SHOWROOM
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Natural hardwood grain in the true colors of Circassian Walnut, Golden Oak and Mission. Plain finish for hand decoration. No limit to the possibilities of Ceil-Board. Our book "Window Back-Grounds" shows actual photographs of artistic window treatments made of Ceil-Board, gives detail drawing and specifications. Write today for copy.



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many widths and checks of all sizes; figured and satin taffetas, and black taffetas with odd Japanese-like designs. The prices are $2 to $3. White silks in all weaves, $1 to $3 a yard. Black silks of many kinds from $1 to $3 a yard.

Distinctive New Styles in Dresses—The Gown Store is all a-flutter with gauzy fabrics and soft swishing silks. Exquisite colors greet the eye. Here a group of elegant Gowns in which no two are alike; there a little bevy of rainbow-tinted tulles caught up with flowers; and close by, the lovely taffetas and crepe Dresses, distinguished as Afternoon Dresses, but adaptable to occasions of many kinds. The Gown Store was never brighter, never more interesting from the standpoint of fashion. It is full to overflowing with beautiful, wearable clothes of the utmost refinement. Notice these collections in particlar.

Special White Corduroys at 65c and $1 *a yard*—Now is the time a great many people are asking for white corduroys to make up for Summer, and corduroys being so fashionable this year, there is less chance than usual for special prices. These two grades, however, are uncommonly good. One is a pretty narrow wale corduroy at 65c a yard and the other a wide wale. Both are full 36 inches wide and in just about the right weight for women's sports suits, separate skirts, sports coats or children's coats.

Beautiful White Dress Cottons—Hundreds of pretty styles are here, scores in novelty effects not to be found elsewhere. So great is the variety that even mention of the different weaves is impossible. VOILLES predominate and many lovely styles are now in our stock—some of the more striking following the season's vogue for wide stripes and large checks.

Ruffs Are Most Becoming as Every Woman Knows—Especially with a low-collar blouse when the coat collar is also low. It is then the softening effect of a fluffy maline ruff or an ostrich boa is most needed. Maline ruffs are simply entrancing this Spring. Short butterfly ruffs come for just the back of the neck, longer ruffs with ribbon ends and tiny rosebuds hidden in the folds, and some have large chenille dots of a contrasting color. Almost every color you can imagine in the maline ruffs, and prices from $1 to $4.50, and in cape effects, $2 to $8.50.

If a Woman is Known by Her Neckwear—these French hand-embroidered collars and vestees will witness eloquently to her good taste. In the least little bit of such hand-work there is something more precious to the dainty woman than in oceans of cheap lace and machine-work. French hand-embroidered collars start at $1. Collar and cuff sets of the daintiest patterns made by hand and original in design, are $3 to $18. French hand-made vestees in white and delicate colors, some with the frilled fronts so much in vogue, are $5 to $10. These are of organdie, net, handkerchief linen, lace and hand-embroideries. Such things certainly do speak for a woman's taste and refinement.

The New House Dresses—The development of these garments in the past few years has been remarkable. No longer are they strictly *"house dresses."* They have taken unto themselves the dignity and beauty, or at least, the neatness and prettiness, conveyed by the terms "Porch" and "Neighborhood" dresses. In other words, if the door bell is rung, announcing an unexepected caller, one may appear without mental perturbation, clad in a dress like one of these. They require no apology, no excuse, because they are comely dainty and pretty, yet as comfortable and practicable as can be. Our preparations this year have been upon a larger than ever scale. We are prepared to furnish you with the best that has been produced, and at very nominal prices.

Women's Night Gowns—Of soft nainsook. One model has a yoke of lace insertion, blind embroidery and threaded satin ribbon, which terminates in dainty bows; short sleeves are made of blind embroidery and wide lace. Price $3.00. Another model is made in Empire style, with three rows of Valenciennes lace alternating with organdie insertion; lace-trimmed neck and sleeves. Price $1.65.

Two Fetching Little Kimonos—For any woman who expects to travel this week are an accordion pleated crepe de chine in blue, purple, old rose and lavender and a loose straight pongee with a hood. The first costs $5 and the second $7.50. Either will crush up in your hand and take next to no room at all in a grip.

Tailored Spring Frocks, $7.50—*Reproducing* $15 *Models*—3 *Styles*—Dresses of fancy checks and summer weight serges in black and navy smartly designed in tunic and coatee effects, trimmed with bands of machine embroidery or with motifs of hand embroidery in color. One style is severely button trimmed and is designed to give fine service for all round wear. All sizes for women and misses.

Tailored Suits, $19.75—The variety of materials is broad, and it is particularly strong in such stand-by fabrics as serge and poplin. We have hit hammer blows, so to speak, in these suits. The whole force of our merchandising has been thrown in the effort to make them unsurpassed values in point of style as well as serviceability. All the new fashion notes are struck—the flaring coats, the wide skirts, the charming disposition of trimmings. There are silk linings, both plain and fancy, and there are strictly tailored models.

New Suits at $15.00—*Serges, Poplins, Gabardines*—The selling has been heavy, but the varieties are not rattled. We mention that fact about the selling because, once one has decided to buy a $15 suit it is nice to know that one's judgment is reinforced by that of a large number of women. We make no apology for these suits, there is no "what-do-you-expect" air surrounding our selling of them. They stand on their own merits, very conspicuous merits, by the way. *Expert tailoring, sound woolens, simple yet winsome styles—lines following with fidelity the controlling modes of spring.* Best of all, there is satisfying variety—a variety enabling you to pick a different and distinctive style. *Also plenty of new Suits at* $19.75 *and* $25. *At the latter price there are silk suits as well as tailored.*

Charming New Easter Millinery for as Little at $3 *to* $5—And not only that, you can choose from one of the largest collections to be found anywhere in the country. And it's a brand-new collection. Hundreds of hats all smartly trimmed, and suitable for all women and young women from 14 years upward. Sailors, of course, predominate. They are large sailors and small sailors; there are close-fitting turbans and mushrooms—the new shape mushrooms that are so much in favor. All sorts of new ideas in trimming. There are sports hats, for business and hats for formal occasions—a collection about which there is a great deal of talk!

Thousands of Beautiful Easter Hats Ready Here for Today's Throngs—The Millinery Store is as bright and refreshing as a great spring garden. Hats, trimmed and untrimmed, Children's and Girls' Hats of all kinds, lovely Millinery Trimmings, fresh, new and colorful, gladden the eye at every step. Today will be a day of plenty here—our usual full, abundant stocks being augmented by special collections for the Eastertide.

Our Summer Silks Are Lovely—More so even than in past seasons as this is a season of novelties and our stocks contain the most exclusive of these. Nor have plain-color Silks been thrust into the background in consequence. Judge of the variety assembled here by the fact that of some weaves we have more than one hundred different shades. The favored Silks for spring.

Black Leather Oxford Bags, $5—*Very Unusual Value; Men's Women's*—Durable, well made Oxford bags of good lines and fit for anyone to carry. We have them in crepe, seal or walrus grain finish. All are leather lined and some have double pockets inside. Solid brass catches and locks, stitched edges, well reinforced corners. Because of the high and rapidly rising cost of leather it is extremely difficult to secure worth-while Bags to sell for $5, and we advise those in need of such a Bag to take advantage of this opportunity. Later in the spring it may not be possible to offer such good value. In sizes 14 to 18 inches.

This Season's Handbags Must Be Very Dainty—And it would be hard to find a daintier collection than we have to show you—or one more varied. The handbag of the hour is the flat envelope style, and there's the widest sort of choice among leathers and colorings. Some are equipped with small purses, mirrors and card cases; and all lined with silk. At $1 you can have a dainty little calf-skin bag in pretty colors—and at $20 there is an exquisite pin seal, mounted with 14-karat gold. Plenty very pretty at $1, $2, $3 and up to $5.

See Our Wonderful Display of New Summer Furniture—Thousands of pieces, in almost innumerable number of designs, typifying advanced thought in decorative and color effects, as well as the best ideas in plain, easy, quaint, comfortable and luxurious Furniture. Everybody is invited. You'll enjoy this interesting Display because it's delightfully *different,* and you'll be agreeably surprised at the *unusually attractive prices.* And it is refreshing as a summer garden with its Rustic Gateways, Charming Pergolas and pretty Summer Houses.



Something New—BER-ZER Softone-Finish

SIGN CARD COLORS

Will more than satisfy—You have tried the others—Now try the best.

BER-ZER COLORS

are different and better—a wonder worker in Show Card work. Sample 2 oz. bottle (any color) 15c prepaid. $1.50 doz. assorted colors.

Here's another—Some Bargain! Genuine Red Sable Copper Ferrule

Show Card Brush Sizes: 4 6 8 10 12 14 16. Complete set, $3.90.
Each, $0.20 .25 .30 .40 .65 .95 1.25 Can you beat this?

Write today for this month's specials. Catalogue free.

BER-ZER STUDIO, Dayton, Ohio
Home of "Ber-Zer Scenics"

LIGNINE (WOOD) CARVINGS

UNBREAKABLE

Can be taken off one trim and USED on another, and so on for years.

For Window and Show Card decorations, there is NOTHING on the market will compare with them.

Can be applied in ENDLESS WAYS.

Are attached by nailing and gluing and can be easily finished to perfectly harmonize with your backgrounds.

ONCE USED, ALWAYS USED.

Catalog of hundreds on Modern and Period Designs and a sample free for the asking.

ORNAMENTAL PRODUCTS COMPANY
52 Fourteenth Avenue DETROIT, MICHIGAN

Is Your Window Only A Sample Room?



Is your window only a place where you show samples of the goods you sell?

Or is it a big productive advertisement indicating the character of the store itself?

BEAVER BOARD

If the latter, your backgrounds are of utmost importance. You want them as striking and distinctive as possible. That means Beaver Board—nothing else.

With Beaver Board you can change the plan of decoration as often as you choose.

Write for our free booklet, Beaver Board for Window Trim.

You can't expect Beaver Board results unless this Trade-Mark is on the back of the board you buy

BEAVER BOARD
PURE WOOD FIBRE

The BEAVER BOARD COMPANIES
548 Beaver Road - Buffalo, N. Y.
Branches in Principal Cities



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

The Air Brush You Need

Why? Because of its low price you can afford to purchase it at once.



Practical Air Brush No. 2

Because it is PRACTICAL.

Because it is being used by most all show card writers in the country, because it is

Simple, Durable, Easy to Operate, Easy to Clean.

PRACTICAL AIR BRUSHES are being used by cardwriters everywhere.

Dept. M *Send us your order today* Send for Circulars

ECONOMY MFG. CO.
4755 London Avenue CHICAGO, ILL.

For Our Advertisers

Announcing Strong's New Catalog

L. S. Strong, President of the Detroit School of Lettering, writes as follows: YOU fellows who have disregarded the paint stores and stationers for the specialty house, are responsible for the completeness and elaborateness of our new 1916 supply catalogue. Every sign painter and show-card writer who has not received a copy of this book is invited to write me at once. Your every need and convenience is listed. We have made ordering easy for you. You, and no one else have made this catalog possible, by catering to a "Specialty House," an institution that "scours" the world's markets for new and better supplies for the sign man.



L. S. STRONG.

In this new book, we offer better brushes, richer colors and many new and convenient labor-saving devices. With our knowledge of how a brush should be made to be the most practical to the workman and through the co-operation of the largest brush manufacturers in the world, we have worked over, remodeling and improving on our Blue Handle Brand line, until our brushes are better than ever.

We want you to note particularly the "trimmed square" feature, meaning that each brush before leaving the factory, through a special emery process is trimmed to a square edge, permitting of a good clean-cut start and finish on every stroke, eliminating almost entirely the time-eating process of "slicking-up" the letters.

The Detroit School of Lettering is now enjoying its seventeenth successful year, during which time a dozen or more schools have come and gone. Therefore, we feel we are the survivors of the fittest and we are pleased to state that our biggest asset has been and is the Sign Man himself, who in the big majority of cases has unhesitatingly recommended our school and supply department to those who have not already made our acquaintance. Our old friends and customers know that we were the first in the field to cater exclusively to the sign writer. Up to ten years ago, the sign man had to take what he could get from the paint store, wall-paper house, or stationers. To-day, every requirement is on the shelves of a "Specialty House," and we, being the pioneers in the sign and supply business, naturally feel that we can and do supply the sign painter and show-card writer with the most improved and up-to-date equipment in the way of brushes, tools, and materials for his business.

Of course, there will always be a chance for improvements and we are constantly on the alert. Therefore, it is our earnest desire to solicit criticism, complaints and suggestions. Our house was built for the sign man exclusively, and if we can't please you, we can't exist.

We again invite you to write for our new catalog, in which we offer tools and materials which we believe you will find work easier and better. Our service and supply department have been greatly enlarged and our facilities for giving prompt and efficient service have been increased materially. The accompanying illustration pictures a corner view of our service and supply department.

My customers are always privileged to my twenty-five years' experience as a practical sign writer and any time I can help the readers of the SHOW WINDOW on any subject within the scope of my knowledge, I will be glad to do so.

L. S. STRONG, Mgr. Supply and Service Dept.,
Detroit School of Lettering.

A Catalog for Display Men

Every display man is interested in materials from which attractive backgrounds can be constructed and therefore will wish to know about Ceil-Board, which is an inexpensive manufacturers' product that has all the attractiveness of expensive hardwoods and can be handled with remarkable ease in building backgrounds, set pieces, pedestals, dividers and many other forms of window decoration. This company issues a book called "Window Backgrounds" illustrating in a practical way how Cecil-Board may be used in the show window. Detailed instructions explain how the pictures can be developed into real show window decorations.

Another interesting book has just been issued by the Philip Carey Co. It is called "Architects Specifications for Carey Building Materials," and shows, by means of handsome illustrations how the various Carey products are used. Both of these books will be sent to any merchant or display man who will address the general offices of the Philip Carey Co., 1030 Wayne Ave., Lockland, Cincinnati, Ohio.



THE DETROIT SCHOOL OF LETTERING SUPPLY ROOM.

Practical Papier Mache Novelties



No. 3003. URN.

Stands 13 inches high and is 16 inches in diameter at the top and 10 inches at the base. The bowl is ornamented with fluting and is finished as desired, in Gold, French grey, Old Ivory, etc.

Price, each.....$4.95 Net

Now every display man can have these works of art so necessary in putting the final finishing artistic touch to his window displays and ledge trims.

We are showing herewith only three numbers of our line, which is quite complete in its assortment. Everything in the line is designed from classic works of art, originally made of stone or metal and designed by noted sculptors and artists.

You readily observe that these papier mache novelties have all the appearance of heavy massive stone or metal but being made of papier mache, can be produced at a minimum cost and shipped at a comparatively trifling expense. Any finish desired to harmonize with the merchandise displayed can be furnished.

Write for special supplement



No. 3012. FLOWER BOX.

Made entirely of heavy papier mache, with a wood bottom. 9 inches high, 11 inches wide and is 36 inches long. Finished as desired.

Price each.....$7.15 Net



No. 3007. JARDINIERE.

Stands 42 inches high and is 17 inches in diameter. The opening at the top is 15 inches. One side of the bowl is ornamented with a cluster of grapes. The other side is plain.

Price, each.....$11.00 Net

We manufacture everything in Metal and Wood Display Fixtures, Papier-Mache Forms, Wax Figures, Clothing Cabinets, Clothing Racks, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

Write for Catalogues and Prices

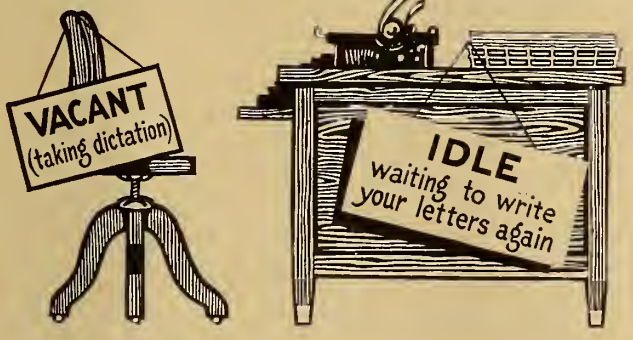
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Have you received your copy of latest issue of "COMPLETE DISPLAY" the beautiful Lyons' magazine?



This never happens in an office where there is a Dictaphone

You can't point your finger at the other man, because we mean you—if you are still relaying your correspondence via the stenographer's note-book and pencil.

Every one of your employes who is dictating to a stenographer is wasting just that much of her time and therefore just that much of your money.

Don't have your stenographer write your letters twice—once in shorthand, again on the typewriter. Dictate to the Dictaphone. Get in line with genuine business efficiency. Small office or large office—one stenographer or fifty—it fits in perfectly.

Let us demonstrate the Dictaphone on your work in your own office. Reach for your telephone and call up the "Dictaphone" and make the appointment.

If you don't find that name in the 'phone book, write to

THE DICTAPHONE
(REGISTERED)



Dept. 107 E Woolworth Building, New York
(Columbia Graphophone Co., Sole Distributors)
Stores in the Principal Cities Dealers Everywhere
"Your Day's Work"—a book we should like to send you

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today

(Coin or stamps)

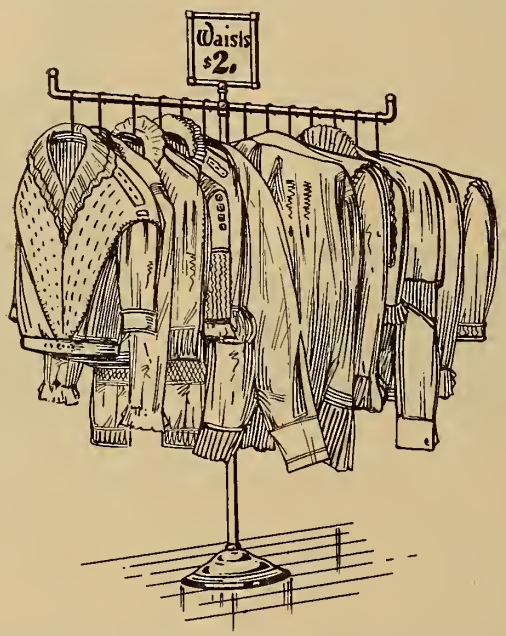
and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

MERCHANTS RECORD and SHOW WINDOW
431 So. Dearborn St., Chicago

A New Shirt Waist Rack

Every merchant who sells shirt waists will approve of a new display stand that has just been placed on the market by the D. J. Heagany Mfg. Co., 1121 W. Washington Blvd., Chicago. This stand, like all other Heagany fixtures is made of the best materials and is perfectly constructed yet it sells for a surprisingly low price compared



with others. It shows from 12 to 24 waists in a small space and is adjustable so it can be used on the floor or counter. This stand presents the waists for the easy inspection of the visitor to the store and will quickly pay for itself in added sales. The accompanying illustration shows the new fixture in use.

A New Decorating Firm

The Adler-Jones Company is the name of a recently organized firm that will manufacture and import artificial flowers and other decorative materials for the display man. While the name of the company is new the names of Adler and Jones are exceedingly well known to display men throughout the United States.

Joseph I. Adler has sold artificial flowers for ten years or more and during that time has met nearly every window dresser in the country. He has been in attendance at most of the conventions of the I. A. D. M. during that time and has a thorough knowledge of the needs of the display man. Mr. Adler is treasurer and manager of the new firm.

Harry T. Jones is probably as well known as any display man in the world. He has been on State street for about twenty years and for the past ten years has been display manager for Mandel Brothers. During that time he has done work that has won him the reputation of being one of the foremost display men of America. That this wide and practical experience will be of the greatest value to a decorating concern there can be no doubt. Mr. Jones will act as secretary of the new company.

Associated with Mr. Jones and Mr. Adler is Max Maller, who is president of the firm. The factory and show room of the Adler-Jones Company is at 333 South Market street. The display room has been handsomely decorated. Here Mr. Jones will be glad to meet display men who may be in Chicago and will be pleased to furnish suggestions or advice as to displays to anyone who may need it.

SOME merchants advertise their bargains so strongly and their new goods so little that they are in danger of creating the impression that profits on new goods are excessive.

A Successful Style Show

W. J. WOOLARD of the Johnson-Woolard Co., Oil City, Pa., writes us as follows: "We held our first Merchants' Style Show in Oil City the week of March 21, 1916. It was such a success that we want merchants of other cities to know of the benefits we derived from it, and consider your publication one of the best means of doing so. The Style Show was held under the auspices of the Retail Merchants' Committee of the Chamber of Commerce, and meetings were held each week for a month before the opening. The merchants worked in entire harmony and appointed committees on finance, publicity and decorations.

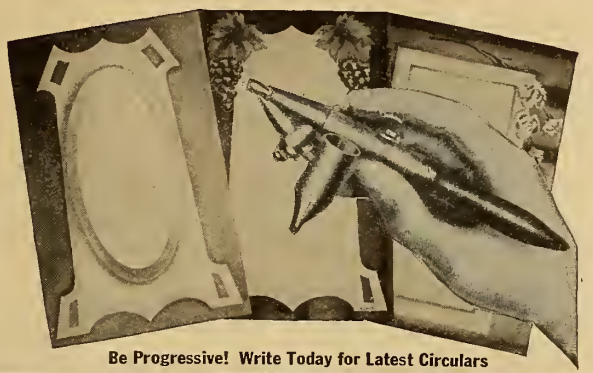
"The windows of one hundred stores were kept covered while they were being decorated for the grand opening by the mayor, which took place at 8:00 o'clock on the night of March 21. Up to that hour there were no lights on the streets or in the windows. An expectant crowd of over 8,000 people waited for the mayor to touch the button which simultaneously lighted the streets and windows.

"Never before were there so many fine windows in Oil City at one time, every merchant doing his best to win the certificate of award. Feeling that the judging of the windows was one of the important factors in the success of this and succeeding style shows, the decorating committee secured the services of William F. Oxenreiter, display manager for Kauffman & Baer Company of Pittsburgh, to act in the capacity of judge of all displays.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Merchants Record and Show Window, published monthly at Chicago, Illinois, for April 1st, 1916. State of Illinois, County of Cook, ss. Before me, a notary public in and for the state and county aforesaid, personally appeared George H. Lamberton, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Merchants Record and Show Window, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: publisher, The Merchants Record Company, 431 S. Dearborn St., Chicago, Ill.; editor, Thomas A. Bird, 431 S. Dearborn St., Chicago, Ill.; managing editor, George H. Lamberton, 431 S. Dearborn St., Chicago, Ill.; business manager, George H. Lamberton. 2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Joseph F. Nickerson, 431 S. Dearborn St., Chicago, Ill.; Helen C. Curtis, Oak Park, Ill.; Geo. H. Lamberton, 431 S. Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, 1818 E. 71st Pl., Chicago, Ill. 3. That the known bondholders, mortagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None. 4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. 5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.

George H. Lamberton. Sworn to and subscribed before
[Seal.] me this 30th day of March, 1916. Florence L. Strickland.
(My commission expires April 9, 1918.)

PAASCHE'S FAMOUS 3-IN-1 AIR BRUSHES



Be Progressive! Write Today for Latest Circulars

Not only excel in efficiency but they win your confidence, and attractive work produced by them will gain for you

Better Business and Greater Earning Capacity

Where speed, dependence and durability count Paasche Air Brushes are always in use among the leading show card writers, sign painters, window trimmers and decorators.

Paasche Air Brush Co. 5 South Clinton Street CHICAGO

THE SPEEDBALL PEN

like many other innovations, has presented many new and difficult mechanical problems to the pen manufacturers, consequently their first attempts were not so successful as anticipated This fact has occasioned some criticism of the working qualities of the pen. If any purchaser of a "first factory made speedball" has found it faulty in operation, we would appreciate having it returned to us, with your criticism- We will replace it with a later improved model free of charge. It is our aim to help the manufacturers in preparing a pen that will produce the best results - in this — your opinion will be helpful The latest factory run of "Style A" pens are now ready for distribution at 50¢ per set of five sizes - - - "Style B" 2 sizes only 24¢. We are offering an attractive proposition to Selling-Agents who can demonstrate the Speedball lettering pen. Get our latest illustrated circular - Gordon & George Patentees. Boston Blk. Seattle, Wn.

Decorative Papers
for Windows and Interiors

Stripes, Blocks, Lattice, Marble, Wood, Velour, Gold and Silver Borders.
Spring and Summer Samples Ready for Distribution.

Department "M"

Doty & Scrimgeour Sales Co., Inc.
74 Duane Street New York City

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

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By FRANK FARRINGTON
A Companion book to Retail Advertising Complete
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

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ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

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The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of $3.50
All Charges Prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

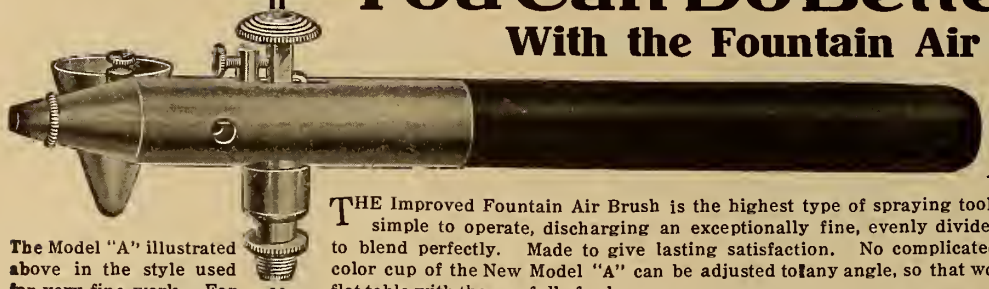


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Complete Instructions. Illustrated. 39 Subjects.

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With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

"Special"

SNOW WHITE FLUID

"THE STANDARD" For Pens and Air Brushes

Highest Endorsements Have Been Won in U. S., Canada, Great Britain



Will Not Rub Off When Dry.

Will Not Discolor.

Always Good.

Add Water.

Remember "Special" Snow White when in need of the finest white water color obtainable for pens, art brushes, and air brushes. ANY TINT COLORINGS EASILY MADE WITH DRY PIGMENTS USING "SNOW WHITE" BASE.

MAY BE RENDERED WATER PROOF

25c in half ounce jars—paste form, add water
$2.50 dozen

J. W. JOHNSTON

P. O. Box 578 ROCHESTER, N. Y.

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

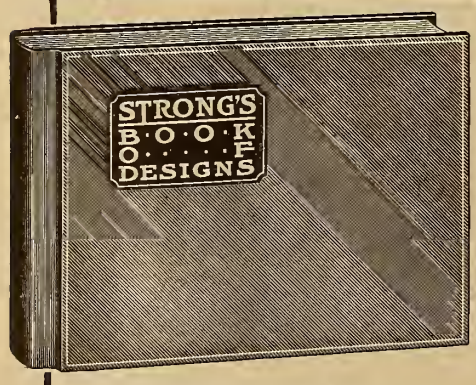
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1916 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.



Handsomely bound Leatherette Cover. Size of cover 8½ x 10¼, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art, Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.



The price of Strong's Book of Designs is only $3.50 Shipped Postpaid on Receipt of Price.

THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—We want live, hustling window trimmers to sell a well-known window display fixture line. Must have previous selling experience and be able to tell a man the benefits and uses of wood fixtures. Write fully, Box 270, care MERCHANTS RECORD AND SHOW WINDOW.

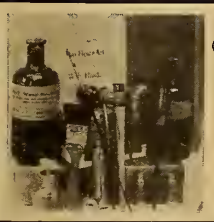
WANTED—An experienced window trimmer, cardwriter and display man for department store work, married man preferred. Unless fully qualified to hold A-1 position, need not apply. Strictly up-to-date trims required. Good salary. Address Kratze Bros. 1200 Ludington St., Escanaba, Mich.

WANTED—Live window trimmer for drug and gift stores, operating three stores in large western city. Experience in electricity and one that has good original ideas. Give full particulars in first letter. Salary $40. Address Box 271, care MERCHANTS RECORD AND SHOW WINDOW.

FOR SALE—Old established clothing and furnishing goods business for sale, or half interest therein. Leading store in best city in Montana. Address Box 269, care MERCHANTS RECORD AND SHOW WINDOW.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.

POSITION WANTED—Combination man desires change. Eight years' practical experience as advertising manager, display man and cardwriter for high-class department stores; prefer city above fifty thousand. Address Box 272, care MERCHANTS RECORD AND SHOW WINDOW.



With This Outlit = You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Outfit without formula - - $3.00
Outfit including formula - - 5.00

Harrisburg Wax Figure Renovating Co.
Catalog free 335 Crescent Street, Harrisburg, Pa.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

If You Are Looking for a Department Store Location

Nearly every wide-awake merchant is anxious to do more business If he has reached the limit in his old location he naturally is interested in a new city that offers larger sales and profits.

I have a store building that is thoroughly equipped for a department store. The store has a modern new 50 foot front, is equipped with steam heat, electric light and all modern conveniences. If you are interested in a new location or want to open another store in a good thriving city.

Write to me for full particulars

Henry W. Morgan, Lake City, Minn.

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KOESTER SCHOOL BOOK OF

DRAPING



By GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes
Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
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Evening Gown Drapes
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Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

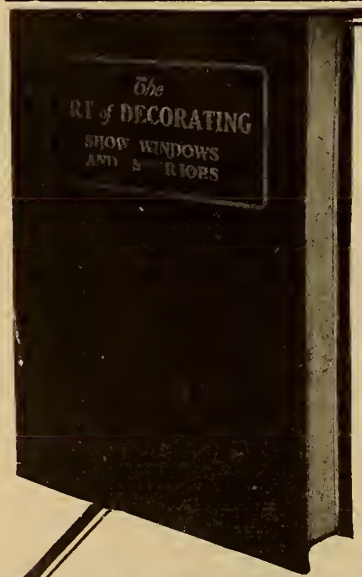
This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of $3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



The ART *of* DECORATING
Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7¾ x 10¾)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds or other things in connection with store decoration.

There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experienced trimmer as well as the beginner.

Price $3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

SPECIAL COMBINATION OFFER For $5.00 (Foreign countries, $6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 431 S. Dearborn Street CHICAGO

Always send Draft or Money Order (not Check) when ordering.

Publications of
THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of $3.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of $2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of $2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of $1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year___ $5.00

"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year_____ 4.00

"Sales Plans," prepaid and Merchants Record and Show Window, one year _____ 4.00

"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year_____ 3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.
"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.
"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of $2.00.



No. S. G. Special Valance

A good valance, well designed, carefully made and appropriate for your line of business, will improve the appearance of your show window so greatly that you will hardly recognize them.

How much will valances for your front cost? Ask us—It won't cost you a cent to find out—Just mail us a rough floor plan of your windows with complete measurements and we will forward our Folder of Valance Designs, which illustrates in ***full colors*** a most complete line of "made-to-measure" valances.

We will also recommend the best style of drapery for your store and quote net prices on your requirements.

NO OBLIGATION—
WRITE US TODAY





"Everything in Store Equipment"

Let us know of your display requirements. We'll mail catalogs and booklets illustrating just the fixtures and forms that you need to show your merchandise most effectively.

These booklets contain many suggestions that will be of service in your display work.

IT WILL BE A PLEASURE TO MAIL THEM TO YOU

CURTIS-LEGER FIXTURE CO.

237 Jackson Boulevard, Chicago

VOL. XXXVIII. JUNE, 1916 No. 6



THE TEST OF YEARS

Is a Sure Indication of an Articles Superiority



Many of our customers have been using NORWICH FIXTURES for the last thirty years — some are small stores in small towns, others the largest stores in the big cities, but no matter where you go you will find the progressive merchant is using—"NORWICH FIXTURES"

There's a Reason, Ask us about it



Metal Waist Stand
No. 1

Metal Waist Stand
No. 2

The Norwich Nickel & Brass Co.

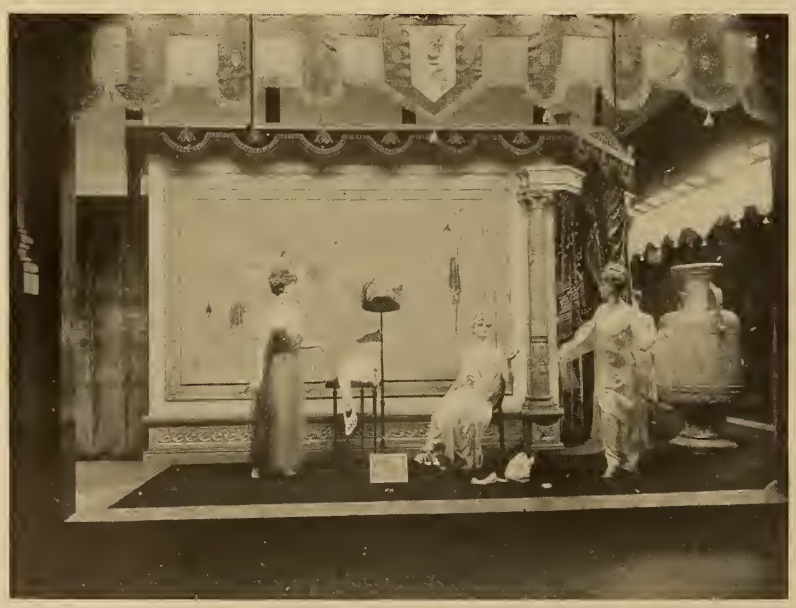
Norwich, Conn.

New York
712 Broadway

Salesrooms

Boston
26 Kingston St.

Well Lighted Windows the Most Economical Form of Advertising



The "Pittsburgh" system gives well lighted windows and is winning every day on efficiency, uniform lighting and economy both of installation and maintenance.

Good Window Lighting Requires Special Study

We plan your entire system and furnish equipment complete ready to install, all wired — examine into this method, its cost is one-third less than the ordinary way.

PITTSBURGH REFLECTOR & ILLUMINATING CO.

3117 Penn Ave. PITTSBURGH, PA.

A Sure Shot

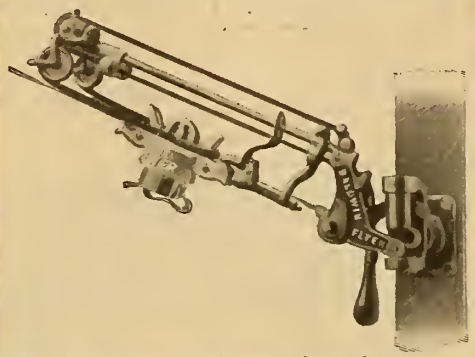
to-day, to-morrow, and every day in the year for the next fifty years. A cash carrier like that would satisfy you, would it not?

Then you must have

because it is absolutely sure of reaching its destination *every time.* A very important item in the busy Store.

THE FLYER climbs the steepest grades, goes around corners, over obstructions, upstairs, downstairs, and **never stops** between stations. Its automatic powerful propulsion device is easiest to operate, and with its light aluminum car **THE FLYER** pleases the most exacting.

The Flyer Cash Carrier



Showing Bracket three inches wide and four inches high secured to Wall Showcase or Shelving

Get All the Cash to the Cashier—Don't spread your cash and charge slips into a lot of money drawers which are **not** responsible. They cannot audit the sales-slips or tell the clerk when a mistake is made. Always have the money counted and sales-slip checked over by two different heads before handing same to the customer. This system is the only real prevention against mistakes. Nothing is gained by having the cash, etc., right under the nose of your customer.

Safety and Accuracy are best obtained by having each sales-slip and money go through two persons' hands, and corrections made while customer is in the store.

Don't be "buncoed" into believing a machine will give absolute safety. Cash Drawers with keys and adding attachments will give sales totals for the day. If the keys are struck correctly. But these (Wonderful?) machines DO NOT PREVENT MISTAKES. They can't, any more than they can make an intelligent sale to your customer.

Baldwin Ball Bearing Cash and Package CARRIERS

are most successful, a product of twenty-five years' experience specializing on Wire Line Carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "Fool Proof." The advantages of BALDWIN Ball Bearing Carriers are many and readily appreciated by those who know. You value the testimony of those who use them—ask us to tell you the names of many busy stores using a BALDWIN FLYER.



No Oil Needed



No more goods damaged from dripping oil

Our Up-shoot and Over-shoot Cash Carriers

operate between floors, and reach the most difficult points in your establishment without expense for power. They are Easy, Noiseless and Speedy in operation.

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tells all about and pictures the most up-to-date store equipment in your line; 192 pages, 282 illustrations, with full details of construction and finish. A practical show case and fixture guide for all lines. Shall we send it?

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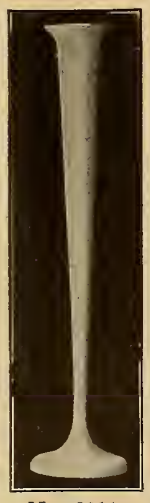
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This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

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We are continually adding new designs and have at all times, a large and complete stock, which enables us to make immediate shipment.

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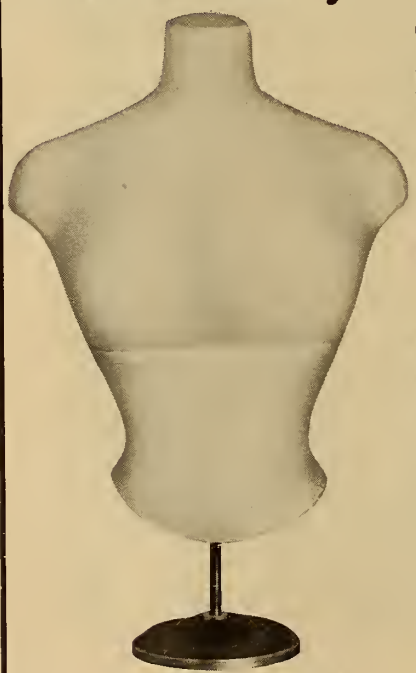
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are the best you can buy



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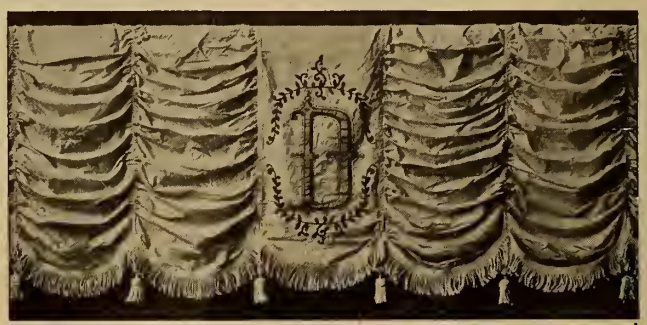
Compare the lines of any of our display forms with those of other makers and you will understand why ours are chosen by discriminating merchants and display men.

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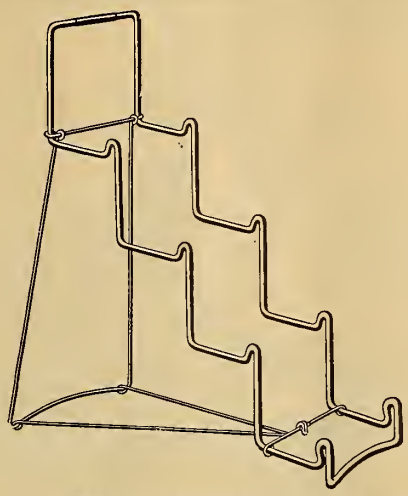
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Each has many points of patented superiority that increase their efficiency and utility.
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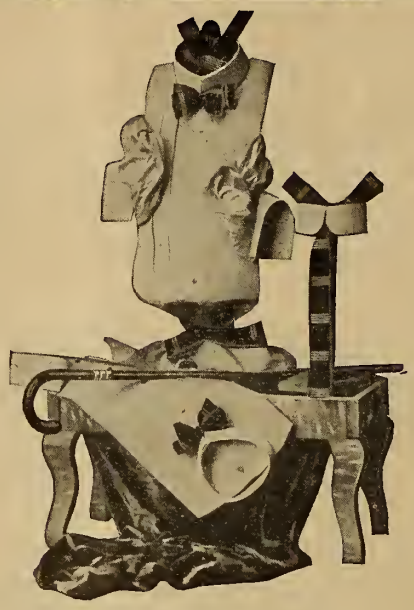
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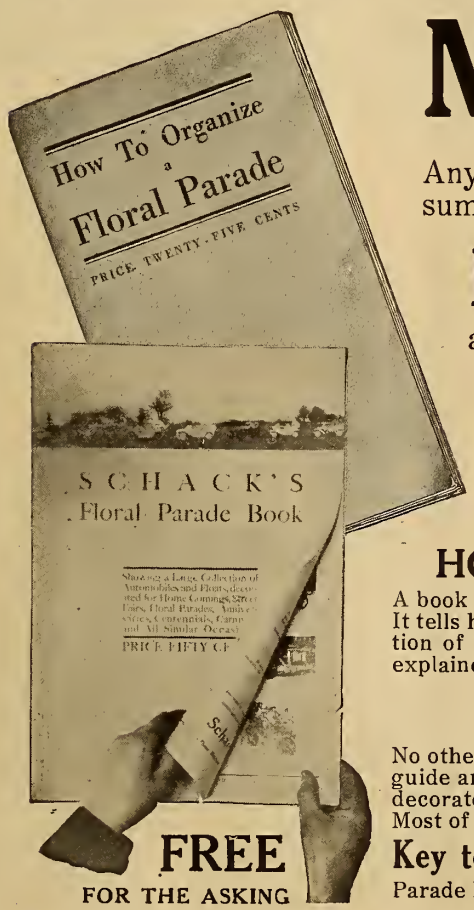
Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

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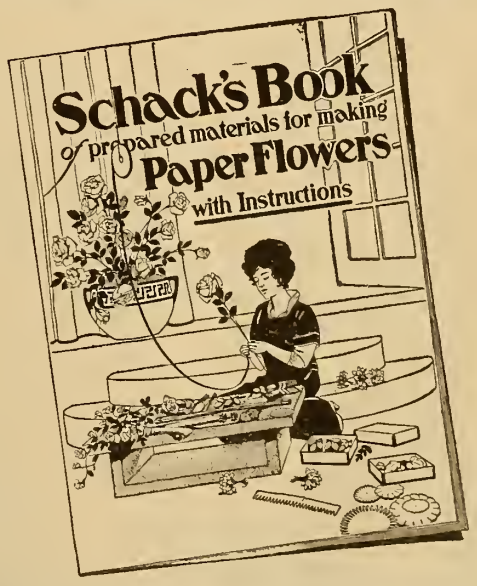
Comes to you right off the press—you should have your copy at once. 20 pages brim full of detailed instructions and illustrations of all kinds of

Prepared Materials for Making Paper Flowers and Decorations

All the flowers shown in our various publications are manufactured from the same materials that are shown in this book.

The process of assembling and combining the parts of a flower is so simple that any one will quickly become an expert at flower making.

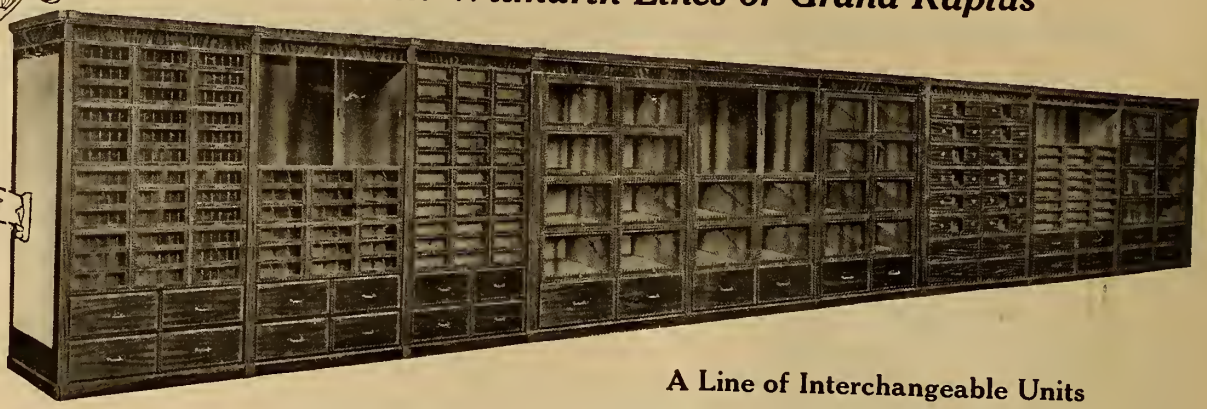
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The Welch-Wilmarth Lines of Grand Rapids



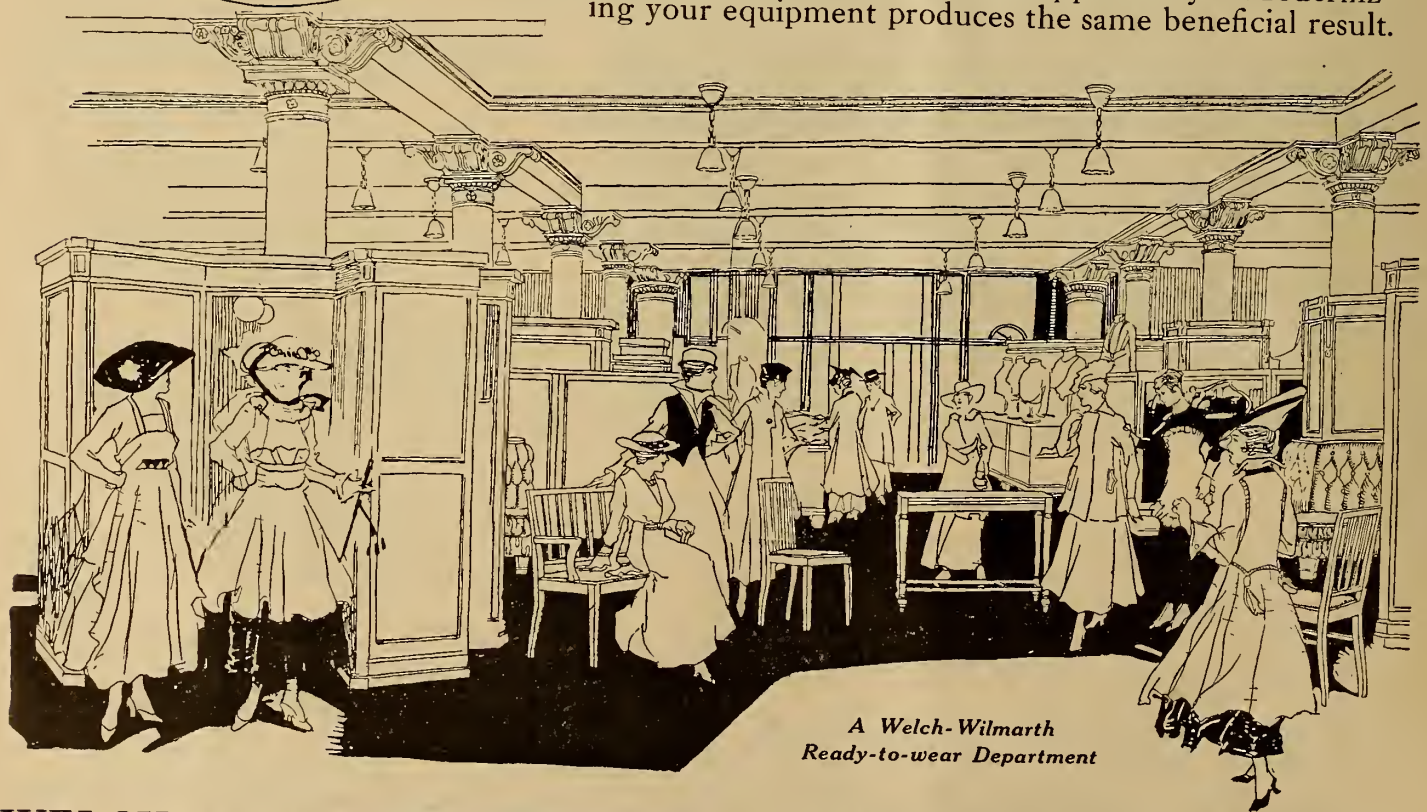
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A Welch-Wilmarth Ready-to-wear Department

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

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JUNE, 1916

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Twenty-Five Cents

THE SHOPLIFTER AND HIS WAYS

MMENSE SUMS ARE LOST EACH YEAR BY MERCHANTS THROUGH PETTY PILFERING AND THE SYSTEMATIC PLUNDERING OF AMATEUR AND PROFESSIONAL THIEVES—ONE GANG CAPTURED

FEW MERCHANTS escape the depredations of that industrious and omnipresent gentry generally classified as shoplifters. In some stores the losses are comparatively trifling but in many of the big city department stores the merchandise stolen represents sums sufficiently large to constitute a source of real anxiety to the merchant. Of course, it is impossible to estimate accurately how much is lost in this way but it is safe to say that the total amount represents a vast sum of money every year and the worst of it is that there seems to be no satisfactory remedy against the evil. Apparently the merchant's only protection against these predatory visitors lies in the ceaseless vigilance of store detectives and the sales force.

Modern merchandising methods make it an easy matter for the clever shoplifter to ply his trade in the average department store. Floor after floor is filled with counters covered with merchandise of all kinds that is subject to the free handling of anyone who may happen to come along. A large part of this merchandise is made up of small articles that easily can be concealed and carried away without detection unless someone happens to catch the thief in the act. But the latter is not an easy matter to accomplish for the shoplifter is wary and a skillful performer. She, for most of them are women, work with the greatest possible caution, is always reasonably sure that the sales girl's attention is definitely occupied elsewhere before an attempt is made to "lift" an article. Professional shoplifters become wonderfully expert in their calling and provide themselves with all sorts of false pockets and other unexpected devices to facilitate their operations.

But the professional is not the only store thief who must be guarded against. There are endless others varying from the wealthy and socially prominent "kleptomaniac" to the misguided youngster who succumbs to a momentary impulse to pick up something and get away with it while no one is looking. The individual depredations of these amateurs are not of a formidable character but there are many of them and their aggregate pilferings run into a lot of money in the course of a year.

It is more than likely that the amateur shoplifter who steals more from impulse and because it appears so easy, than for profit, could be practically eliminated if some of the offenders were arrested, prosecuted and given a bit of publicity. However, the average merchant appears to be much averse to arresting and prosecuting shoplifters unless they are known as professionals—they seem to think that the attendant publicity is bad for the store. But even if they are willing to prosecute, pressure is generally brought to bear through friends of the culprit, to hush up the affair and, as a consequence, nothing appears in the papers about any shoplifters being punished and those who have a propensity for casual thievery that none are ever detected. The inference is that one is quite safe in stealing from a store if reasonable precautions are used.

This phase of the matter has been remedied in some cities through co-operation. Merchant's associations have made agreements whereby the case of any detected shoplifter passes out of the control of the merchant in whose store the theft occurred and is taken charge of by a committee representing all the stores. This committee is pledged to prosecute without prejudice or favor all cases of store thievery that come up. This permits the victim of the theft to disavow responsibility if he cares to do so, the latter, however, is rarely the case.

A gang of shoplifters was recently rounded up by store detectives and the confessions of some of them developed a comprehensive and highly efficient system of looting Chicago stores through co-operation with salespeople and other employes of the stores from

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which the merchandise was taken. Twenty-four names are in the possession of the police and warrants were being served on as many as could be found at the time this was written. The band maintained a clearing house in a south side apartment building, where between $5,000 and $7,000 worth of loot was recovered. It is believed that the identities of all the men higher up in the conspiracy have not yet been learned.

Four women involved were arraigned before Municipal Judge La Buy, but their cases were continued until June 7. It is said one or more of them has turned state's evidence.

Albert Schlessinger, who the police say, is one of the heads of the gang, was employed as a floor walker in Marshall Field & Company's. He was booked at the detective bureau on charges of conspiracy and larceny. The women were booked on charges of larceny. The police are searching for a man known as the "English Jew," who is said to be one of the heads of the gang.

A clew to the wholesale robberies and the identities of some of the gang were obtained by John G. Evans, house detective for Charles A. Stevens & Brothers. By working with detectives employed at the Hub, Marshall Field & Co. and other large stores he was unable to uncover enough evidence to cause the arrest of a score of the alleged thieves. Some of them have made confessions and merely are being held under surveillance.

According to a statement issued by the management of Stevens', the cleanup is the most sensational in shoplifting records. The spring rush began at that store the latter part of March, and between 300 and 400 extra employes were taken on. The assistant superintendents did not have time to investigate every case thoroughly and it was then that several accomplices of the gang obtained employment.

The management was warned, however, by "outside evening workers," employed to make confidential reports on employes, that certain clerks would bear further investigation, and in this way some members of the "trust" were ferreted out.

The shoplifters worked not only through accomplices in the store but through shopgirls in 10 cent stores whom they induced to aid them through presents of candy and invitations to luncheon.

In one case an inspector employed in a shoe department of one of the stores became acquainted with a 16-year-old girl working in a 5 and 10 cent store and induced her to come to his department and pick out a pair of shoes. He told her to take the shoes to the exchange desk and represent herself as a woman from Joliet who had made the purchase a few days before. She received a refund of $10. He met her that night, took the money from her, gave her $2, and kept the balance.

In another instance a shoplifter became acquainted with a saleswoman who is the mother of a six months' old baby. She earns $12 a week. He took her out to lunch and introduced her to other women members of the band. She believed she was joining a sorority. He offered to place $100 to her credit in a bank if she would do him a favor. She agreed. In a few days she began receiving "dividends" of $2 and $5 from the "sorority."

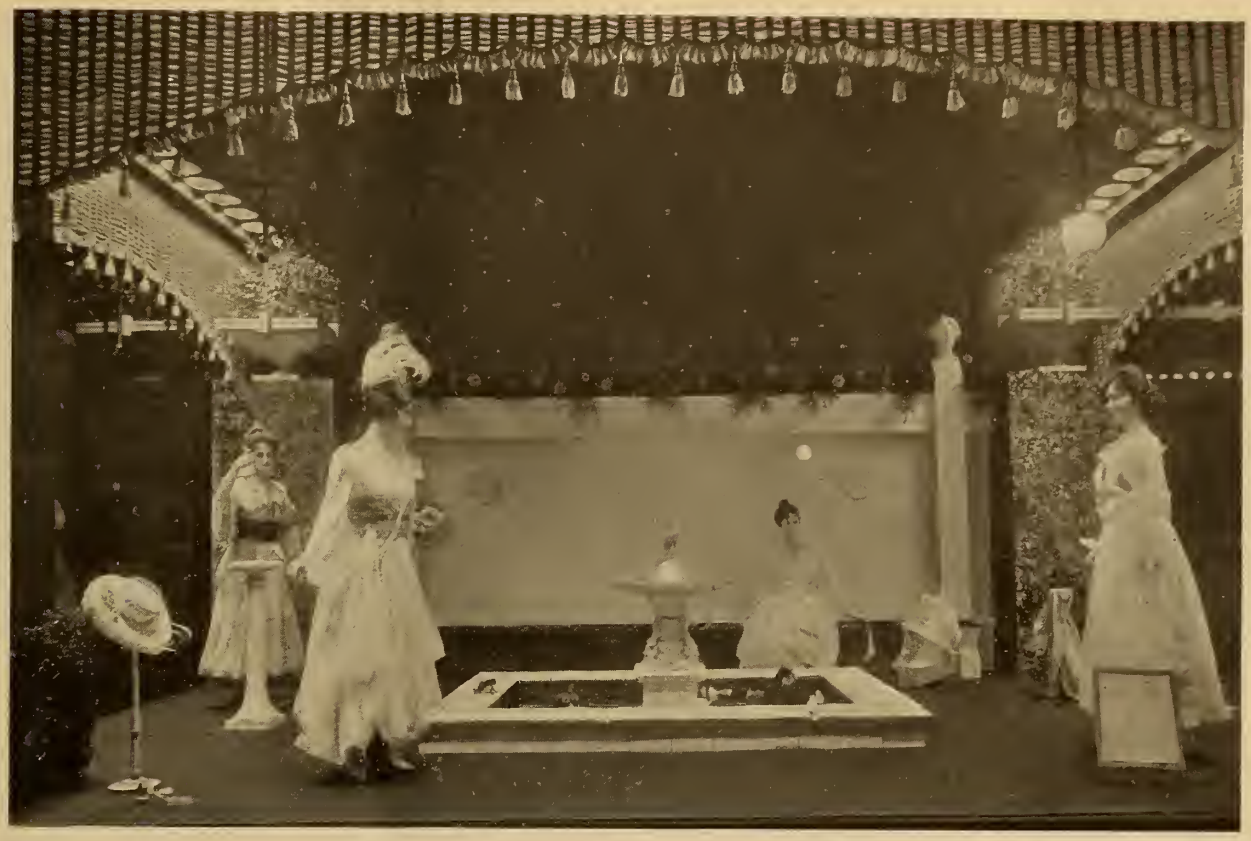
She did not know what the "favor" was until the man brought her some merchandise one day, told her to wrap it up without making out a sales check, and give it to a customer. It was too late for her to withdraw then, and the "trust" kept its hold on her.

Dresses stolen from one store could be exchanged for other articles "lifted" in other stores at the south side clearing house through which the loot was also disposed of to fences.



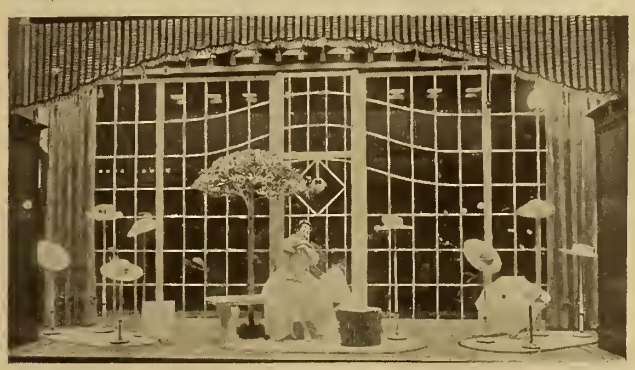
Plate No. 9384. A Shoe Display by C. R. Morgenthaler for Newman's, Joplin, Mo.

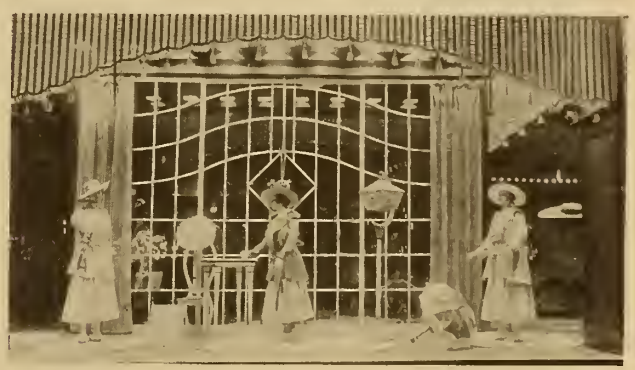
The color scheme of this widow was pale pink and white. The flowers were hyacinths in pink, blue, yellow and pale lavender. At the back was a frame work made of composition board. This supported a tall panel with a modern art fashion painting in dainty colors. Wide, knotted ribbons were draped from high on the background across the floor. At the left was a tall, graceful vase filled with flowers. The floor was plain white. This was one of a series of similar settings.



Plates Nos. 9385-6-7. A Series of Opening Displays by Jack Cameron for Harris-Emery Co., Des Moines, Ia.

The three windows shown here are part of a series that were installed by Mr. Cameron for the spring opening. All of them were similar in general style and color scheme. The latter was French grey touched up with black and canary. The large photograph depicts a garden scene with a background in imitation of stone and marble. A marble seat ran the entire length of the background and at either end was a square column of marble surmounted by a handsome urn filled with blossoms. In the middle of the floor was built a square basin of white enameled terra cotta with a flowing fountain in the middle. Real water filled the basin and in it were placed water lilies, frogs, ducks, fish, etc. Small birds were placed on the rim of the fountain and the edge of the basin. At the left was a sun dial. Altogether this was a most impressive setting, its principal charm lying in its simplicity and good taste. The two smaller pictures show other windows of the same general characteristics but in entirely different design. At the back of each was built a framework to give the impression of French windows. These delicate frames were striped carefully with canary and black. The mats on the floor were painted to match the general color scheme. In one of the windows there was a conventional rose tree below which was placed a stone bench on which there was a handsome seated figure. This was chiefly a display of hats. In the other window there was a display of sport suits. The only ornament in this window was a wicker bird cage on a stand. In both of the lower windows there were canary and black striped velour curtains at either side of the French window effect. Attention is called to the handsome wax figures used in these windows. Their posing is partciularly well handled.





Get a Paper Baler

WITH waste paper commanding from $12 to $30 or more per ton, many merchants are burning up good money when they have their old paper burned in the store furnace. Paper balers cost comparatively little and quickly pay for themselves these days, and the chances are that the price of waste paper will continue high for many months. But even at normal prices the baler is a mighty good investment and every large store should have one.

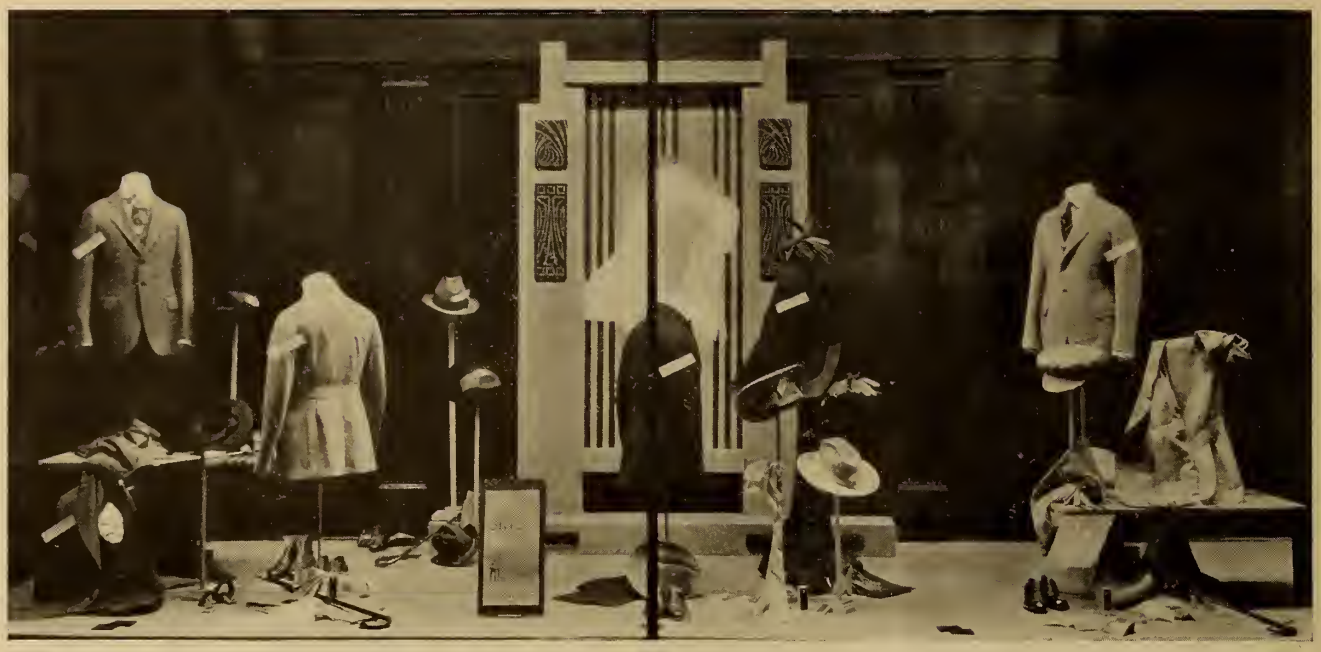


Plate No. 9388. A Display of Men's Wear by Jerome S. Wensole for the Plymouth, Minneapolis.

This window has a permanent background of handsome mahogany. This was enlivened by a set piece in a color scheme of yellow and black which made a striking combination. In the middle panel was a large fashion plate done in oil in natural colors against a background of black and yellow stripes. The four small panels on the sides were wood blocks covered with black felt and stenciled in yellow. They were fastened on with invisible nails. The tops of the plateaux were covered with yellow felt with stripes of black. Yellow felt was used on the floor. The merchandise was handled in three groups—at the left were green and grey mixtures; in the middle, blue serges and at the right, black and white checks. In each color unit the clothing had the correct hats, shoes, neckwear, etc., to go with it. This was one of two windows decorated in practically the same manner.



Plate No. 9389. A Display of Gowns, etc., by Geo. H. Tatnall for the Famous, McKeesport, Pa.

This is a setting that does not require much description. At either end of the back was a fluted column supporting a modified Ionic capital. Between the columns was a long panel filler with appropriate wall paper. A small wall bracket was fixed on each column and fancy beaded shades were used to conceal the lamps. The floor was in imitation of marble. On the floor was a flower box covered with birch bark. Small pink roses were used on the columns.



Plate No. 9390. A Handsome Modern Art Display by Jerome S. Wensole for the Plymouth, Minneapolis.

This is one of a series of displays in which the same treatment was employed. The background is a handsome mahogany. In front of this was placed a set piece in the modern art style. The set piece, which can be made out quite distinctly, was covered smoothly with French grey felt. The little square and oblong blocks were of wood, covered with black felt and nailed on. The long decorated strips at the side were wood covered with white felt, the upper part of which was painted in a new art design. The oval in the middle was covered with black felt and was supported by a block at the top which allowed it to hang out in front of the main pieces. This block also supported an ornamental lantern. The fixtures were built by Mr. Wensole to correspond with the background piece. The decorations on the panels, oval, lantern sides, millinery stands, etc., were done in dull reds, citron, old blue, white and heliotrope. The show card had a narrow strip of the same decoration. The merchandise was handled cleverly and in each window the color effect was perfect. This series made a decided impression on the public.



Plate No. 9391. Display by L. A. McMullen for Eastern Outfitting Co., Portland, Ore.

Although a simple display this proved a most satisfactory one. The floor was covered with brown felt over which square, beveled blocks of composition board in an old ivory tine were placed. The puffed curtains at the back were made of old ivory satteen with a fringe of brown. The tapestry panel in the middle was in the same combination of tints. The screen, flower box and show card were all carried out in the same colors. Imitation wood carvings were colored to fit this scheme. The wax figures shown in this window are particularly handsome but much of their detail has been lost in the engraving. This was one of ten windows handled in the same general style.



Plate No. 9392. A Graduation Day Display by J. A. Moore for Graham-Sykes Co., Muskogee, Okla.

Each year Mr. Moore makes a special display in honor of the graduating class of the Muskogee High School. The picture above shows the display that was used last by him. Surrounded by numerous articles appropriate for graduation gifts was a plateau, back of which was a scenic painting showing the rising sun which represents "the dawn of a new life." At either side of the landscape was an immense candle. Around the edge of the plateau were eight-six miniature candles in candle sticks. Beside each of the little candle sticks was a miniature diploma with the name of one of the graduating class. In the middle of the circle of little candles was a tall panel on which were inscribed the names of all the prospective graduates. The entire scheme, even to the smallest detail, was carried ont in purple and white, the colors of the senior class of the Muskogee High School. This window attracted a vast amount of attention.

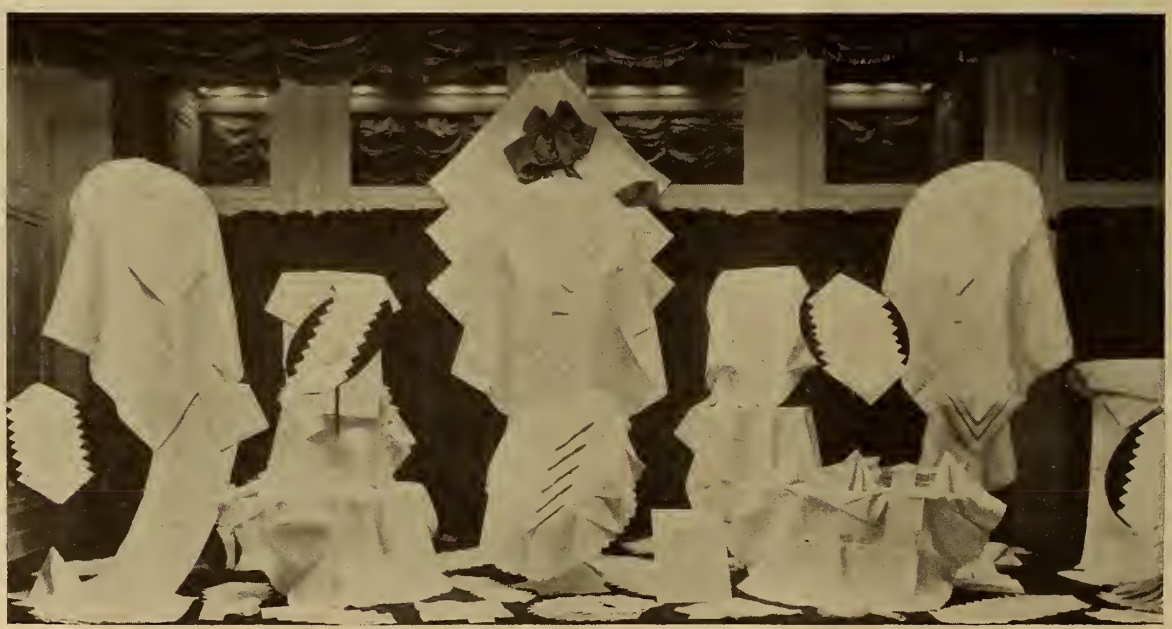


Plate No. 9394. A Display of White Goods by Harry H. Heim for the Marston Co., San Diego, Cal.

Here is shown another attractive arrangement of white goods. Some of the pieces were shown entirely spread out so the whole pattern could be seen, while others were folded and arranged in symmetrical groups both on round top stands and on the floor. A big bow of ribbon gave a touch of color.



Plate No. 9395. An Interesting Publicity Display by O. A. Luke for the Higbee Co., Cleveland.

This was a display of European war mannequins that attracted a wonderful amount of notice. The miniature figures were correct in every feature and every detail of uniform and equipment. They represented faithfully all of the rulers and celebrated officers of the countries now at war. There were Kaiser Wilhelm, the Crown Prince, King George, Czar of Russia, Kitchener, French, Pau, von Hindenburg and all the rest of the notables who have been occupying so much of the world's attention for the past two years. In addition to the celebrities there were ordinary soldiers and officers of the various armies and each was so accurately dressed and equipped that he would easily pass the strictest of military inspections. Each figure was labeled with a small but legible card. At the back of the windows was a big drape of silk in blue, red, white, green, yellow and black. The rest of the setting was made to represent an irregular series of hills and dales all covered with moss, earth, pebbles and stones, etc. Miniature trees made of ruscus added much to the general effect. At this time when everyone is highly interested in the great European struggle a window of this sort would naturally hale anyone who happened to catch a glimpse of it. The figures were received from Germany by parcel post.

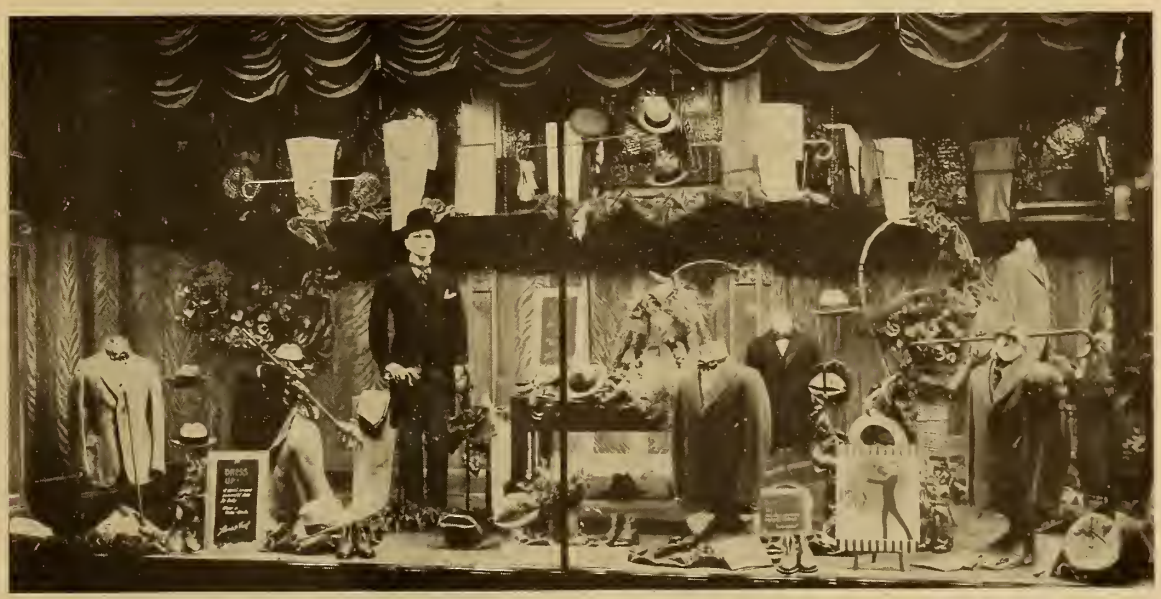


Plate No. 9396. A Display of Men's Wear by E. I. Settle for Harris & Frank, Los Angeles, Cal.

This display was put in on the occasion of "Dress Up" week and was intended to suggest in a general way the various lines carried by this store. The window has an offset in the background which makes it appear crowded although that was not the case. Mr. Settle secured a number of stuffed owls which were used to give point to the phrase: "Get wise to yourself—clothes do help make the man." The show cards were signed "A Wise Old Owl." Several handsome flower baskets were used to good advantage.



Plate No. 9397. A Display by David B. Chambers with The Lindell Store, St. Louis, Mo.

The chief feature of this display was the handsome screen that was used as a background. The floor was made of composition in imitation of marble. The details of the background decoration were Graeco-Roman.



Plate No. 9398. A Display of Hats by R. H. Heimbach for Clarke Bros., Scranton, Pa.

The background was a three-fold screen the panels of which were filled with cretonne in a Japanese cherry blossom design. The same material was also used on a vase and as a frame for the show card. At either side was a tree in the cubist style. In the middle may be seen a stand in the shape of a fleur-de-lis.



Plate No. 9399. A Display of Men's Wear by J. H. Eiff for Herpolsheimer's, Grand Rapids, Mich.

Here is shown an unusual setting for the display of men's clothing and accessories. The background was a scenic painting and just in front of this was built a porch effect. There were low walls of composition board with two low steps leading up to a low platform. At each end there was a plain square column. These supported a fringed awning. Flowers and ferns were used profusely. The floor was covered with squares in checker-board effect.

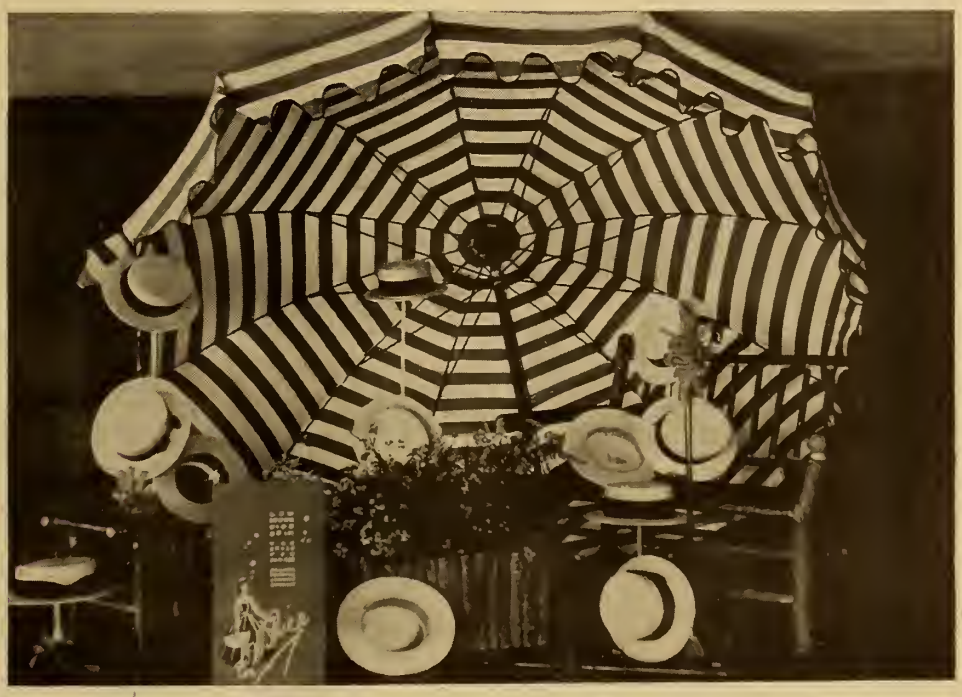


Plate No. 9400. A Display of Straw Hats by L. Enos for S. H. Price, San Diego, Cal.

Here is an odd but pleasing and appropriate setting for the showing of straw hats. The background was an immense striped sunshade. In front of this were placed an old fashioned hickory chair and settee. There was also a flower box in the same style. The latter was filled with a variety of seasonable flowers. Only twelve hats were showns.



Plate No. 9401. A Fabric Display by A. R. Wagoner for A. T. Lewis & Son, Denver.

This was an unusually pleasing setting which had several striking features. The background was of composition board covered with grey felt. Along the top, oblong blocks of wood were placed to extend out into the window giving the effect of the ends of beams. These blocks were 3½ by 7½ by 14 inches and were painted grey. The front of each was finished off with a grotesque relief lion's head in oblong shape. These were highlighted with silver. On each block was placed a branch of very handsome wisteria foliage with beautiful pink silk flowers. The floor was of heavy muslin painted to represent alternate squares of gray and white marble. The dividers, one of which may be seen at the left end of the window, were in the shape of tall slender boxes. The framework was of ¾-inch lumber painted grey to match the background. The front panel was filled by a relief design in plaster. The lining of this boxlike divider was pink silk except as to the large sides which were filled with transparent chiffon. Inside, hanging down the back was a long bunch of wisteria in different colors. Behind the plaster panel were placed three concealed electric lamps with different colored globes. These shone on the flowers at the back giving a most pleasing effect either day or night. On top of the divider was placed a handsome urn filled with wisteria blossoms in several colors. The materials shown in this section were taffeta silks and Georgette crepes. The latter were draped over large frosted globes containing electric lights producing a sort of electric fountain effect that was quite odd and pleasing especially at night. Two tall vases filled with asters were placed on the small set piece in the middle. This was one of nine windows treated in the same manner and the background being quite plain and simple, the merchandise showed off especially well. Each window is 18 feet in length. This was called "The Fountain of Fashion," the name being suggested by the fountain effect made by the crepe drapes in the middle.



Plate No. 9402. Display by H. H. Tarrasch, for the F. & R. Lazarus & Co., Columbus, Ohio.

The display was practically all in white. The setting was white as was also the merchandise with the exception of a few minor accessories. A few dainty spring flowers were used on the background and a luxuriant Boston fern was placed at the top of a tall standard. Much care was given to the arrangement of the wax figures to prevent a still appearance. Only high class merchandise was shown. This window caused much comment.



Plate No. 9403.—Straw Hat Display by C. W. Ahlroth for The Union, Columbus, O.

This was a notably handsome display of straw hats and all of the details were carried out in perfect harmony. At each side of the background was a tall panel of green and gold Japanese grass cloth, framed with a narrow wooden border finished in gold. Near the top of each panel was a small ornamental design and against this was fastened half of a straw hat that had been cut squarely in two. This served as a flower box and was filled with lavender orchids, ferns and small yellow flowers. Between the two panels there was a large space filled with a mass of green ivy leaves laid flat. Across the top of this was an arch of handsome lavender wistaria vines and blossoms. Ferns were placed along the floor in front of this screen. Two chairs and a table of white wicker were used and on the latter was placed a wicker vase in which was a fern. A few bamboo canes and some fancy hatbands finished the display. A large variety of hats were shown as an index of the stock carried.



Plate No. 9404. An Opening Display by C. R. Morgenthaler, for Newman's, Joplin, Mo.

The colors of this display were pale blue and white. Dainty nets, flounces and a piece of embroidery were shown. The lighting effect was in pale blue. This was one of a series of similar displays.

NOTES FROM NEW YORK

THE BIG PREPAREDNESS PARADE—BRIDAL DISPLAY AT LORD & TAYLOR'S—WANAMAKER'S SUBWAY STORE FORMALLY OPENED—GIMBEL'S DISPLAY DEPARTMENT BUYS MANY WAX FIGURES

F. F. Purdy

ARRANGEMENTS for the big Preparedness Parade of 135,000 people, the largest that ever took place in New York, on May 13, and the parade itself, claimed a large part of the attention of New Yorkers for the week. The Fifth avenue stores, most of them, closed for the day, while others more remote from the line of march, like Wanamaker's, Gimbel's and Macy's, were open all day, Wanamaker announcing that any of their employees who desired to march could do so. The display managers of the stores along the line of march put up some unusually good displays, and Altman's, according to the custom of the house, had the shutters closed down on the windows as at holiday time and on Sundays. The arraying of the stores with flags shortly before the event was one of the most universal tasks of the decorators, taking the form of festoons, simple drapes, stands of colors, etc. The parade was organized by trades, the dry goods men turning out some 5,000, and the silk trade, pottery and glassware, millinery, fur, carpet, upholstery and other department store lines showing up well. The parade lasted from 9:30 a. m. till 9 or 10 in the evening, when the last of the parade, the militia and women's organizations, in which Mrs. Theodore Roosevelt marched, finished their tour of the avenue.

Mr. Rossiter had a fine, full stretch of bridal windows in at this time at Lord & Taylor's. The setting of each window was beautified by palms, and, be it remembered, by the newly decorated back and sides of the windows. The New York Sun recently referred to this feature thus: "The painted background is the accompaniment and the fabric is the solo, if you please. There is contrast and there is harmony. Art is the gainer by a new application and business is the gainer by a silent salesman." The decoration is in such light and delicate tints that no criticism can be made that the decoration detracts from the merchandise. It gives a beautiful setting for the merchandise, and leaves the looker-on highly appreciative of it. The old cement-colored environment is not to be compared.

But to the bridal display, from the north end to the south corner. In the first window was the showing of men's accessories, including suggestions for the groom's gifts to the ushers, as well as the correct furnishings for groom and his right-hand man. Next, the stationery window, beautiful boxes, and exhibits of stationery printed for use before and after the wedding and for every purpose connected with the proper celebration of the event. Next window, lin-



Plate No. 9405. A Display of Costumes, etc., by H. E. Herold for the Kerrison D. G. Co., Charleston, S. C.

This setting was used for a fall display but, with a few changes as to minor details, it would answer equally well for any other season. The background and end were a simple but altogether pleasing architectural design relieved by a few ornaments in imitation of wood carvings. Between each pair of back and end panels there was placed a large boquet of appropriate ferns and foliage. In the middle was a French door back of which could be seen an attractive painted landscape. The arrangement of the merchandise requires no explanation as it is quite apparent in the picture.



Plate No. 9406. A Display by H. E. Herrold for Kerrison D. G. Co., Charleston, S. C.

This display is so self-evident that any description would be superfluous. The woodwork was white relieved by imitation carved wood ornaments. Various accessories were shown on the floor.

gerie, all French embroidered underwear. Next, bridesmaids' apparel, including a directorie staff. Next, traveling suits for the going away. Then came the window, with the bride, in solitary state, in a drape of Mr. Rossiter's design, with three flounces of Duchess lace, there being a pannier effect in silver embroidered satin. The flower girl at the side, from the roses on the floor, had evidently been casting flowers in the bride's path. Next window contained bridesmaids' dresses in pastel shades, with hats, directoire staff, etc. The corner window contained children's and juniors' dresses and suggestions for the flower girls and bridesmaids of younger age. Around the corner was a window with suggestions for wedding presents, like chest of silver, sideboard with silver pieces, linen cupboard full of household linens, large real lace bedspread, etc. The entire stretch was an elaborate succession of everything necessary for the fashionable wedding that one seldom sees.

Mr. Hopkins, display manager for Gimbel Brothers, spent the best part of a week last month in a quick run-around in Philadelphia, Baltimore, Washington, Harrisburg and Pittsburgh. It must have been quick work, but in the course of his trip he saw a lot of windows. He was longer in Baltimore than the other places and pronounces the windows of David Jones, of The Hub; Carl Kronitz, of Stewart & Co., and Mr. Barker, of Hothschild, Kohn & Co., among others, excellent—good business-getting windows. In Pittsburgh the windows of Joseph Horne & Co., James McCreery & Co., and the Rosenbaum Co. were among the most artistic, while the Kaufman-Baer Co. and Kaufman Department Stores Co. windows were similarly good examples of strong merchandising windows. In Harrisburg the newly rebuilt and refitted store of Bowman & Co. was specially notable, being in front, fixtures, lighting and all important features equal to any metropolitan store.

On May 6 the new Wanamaker subway store was formally opened, occupying the basement of both buildings, there being connection between. The house furnishings and trunks, etc., have been removed elsewhere, and the subway store, in charge of J. P. Wolf, is now arranged for the very different kind of business that is to be conducted there. There are bargain tables down the main aisle, flanked by a wide, heavy carpet at each side, adding to the furnishings and appearance of the store. Here is shown merchandise akin to that in most of the departments upstairs, but of lower price. The use of the word "bargain" is evidently tabooed. Indeed, the claim is stoutly made that quality is a characteristic of the goods shown here, and that it is no place for "jobs" and inferior goods bought at a price. Further, the inference is clear that merchandise from upstairs departments is not to be featured, or, in other words, the new subway store is no final resting place for unsalable stock from other parts of the store. Each department has a separate buyer, acting independently from the other buyer of the same lines, and it might be said that with

the scarcity in so many lines of merchandise, it must have been a hard job for the new buyers to get hold of attractive merchandise at similarly attractive prices. The advertising is of a character to entirely avoid the inference on the part of a woman that she is on a bargain-hunting expedition if she is discovered in the subway basement.

GIMBEL'S GET NEW FIGURES

Gimbel Brothers have lately put in several thousand dollars' worth of wax figures, making the best selections from several manufacturers, many of the figures having been designed specially for their use, and including figures, adult, youthful and juvenile, of both sexes, whose apparel Gimbels sell. These figures were initiated—some of them—on May 17, when at Sixth avenue and Thirty-second street, the large corner window was arrayed in the habiliments of a lawn festival, with the sweet girl graduate in mind, with costumes, afternoon and evening gowns. The floor was entirely of grass, with background of cherry blossoms of Japan and Japanese lanterns in profusion, illuminated. The garden scene was carried out by the aid of stone seating, tables, etc. The apparel for women, misses and children was handsomely shown by the aid of the new wax figures, and the display remained in for a week, being much admired. After it was taken out, a bridal window succeeded the display, remaining till early June, a beautiful showing, with the customary bride, attendants, flower girls, clergyman, groom, etc., in an appropriate setting, enhanced, as was the previous exhibit, by the use of more of the new figures. Another corner window late in May was given over to sporting goods, the golf girl, tennis player, fisherman and bathing girl being prominent, all in action, with an unusual amount of realism in the window being imparted by the accoutrements and accessories of the various sports.

A notable background in Philadelphia is that of N. Snellenburg & Co. Some of the long Market street front is backed with long, wide, gilt mirrors, with remarkably rich-colored accessories. Another part of the background is paneled in rich brocades, with festoons of flowers, while the merchandise is strikingly shown in these windows, not crowded, but with all the goods each window can stand. This front is probably the most conspicuous in Philadelphia under the brilliant illumination at night, although the exhibit in the daytime lacks a great deal of the nocturnal charm. The whole scheme can be studied with good effect by visitors there, doubtless with varying opinions. Doubtless the fine night effect is one of the potent arguments for the maintenance of this florid style of decoration.

IN BROOKLYN

Display manager Thorkild Larson, at Price & Rosenbaum's, Brooklyn, started in featuring misses' and children's apparel and auxiliaries the third week of May, and will keep it up with increasing effectiveness until anniversary day, June 8. Anniversary day is a Brooklyn institution, and this year is the one hundredth "anniversary" of the founding of the Brooklyn Sunday School Union, which has promoted a parade in all sections of Brooklyn so long that the memory of man runneth not to the contrary. There



Plate No. 9407. An Initial Straw Hat Display by H. H. Tarrasch for Lazarus, Columbus, O.

This was a highly pleasing display but the picture fails to bring out more than a small part of its attractiveness. The background was white and blue and the floor grey and blue. The latter was in representation of tile. On the inner edge of each of the striped panels at the back was placed a hanging vase containing a modest bouquet. From these vases a drape descended and spread over the platform that formed the base of the background. A considerable number of hats were shown with excellent effect in an arrangement of studied carelessness. The many styles displayed gave an excellent idea of the line of straws carried by this store. In the middle was a willow chair that helped the general summery effect. A few canes, blue and white ties and some canes finished the display.



Plate No. 9408. An Opening Display by C. R. Morgenthaler for Newman's, Joplin, Mo.

This large window was devoted to the display of fabrics, ribbons, trimmings, and other accessories. The colors were old rose and white. The lighting effect was in old rose, which gave a very pleasing tone to the display. In the back may be seen a tall panel or screen painted in the modern style of art. The whole effect was very good.

is no event of the year that means so much to the Brooklyn department store, for the mothers will sit up all night and undergo any privation, if necessary, so that the children may come out in gay attire Anniversary day. Hence this early and continuous featuring of children's wear and emphasis on the "Anniversary" coming was most timely and effective in bringing up the general sales. Mr. Larson had a fine stretch of windows in before Easter, with a background of French gray latticework with climbing rambler roses, columns at intervals in the latticework, and moldings at top in a darker tone of gray. This background still remains in the window. Mr. Larson was ill with the grip after he had completed his big opening windows, and left his efficient assistant, Charles S. Foote, in charge, but is again on the job. His work has attracted the attention of the Display Managers' Club, a delegation of which went over to Brooklyn not long ago to "have a look."

Mr. Eisman, display manager for the H. Battermann Co., Broadway, Brooklyn, recently put in a pink and blue background throughout his whole front that was very effective, which greatly aided the artistic quality of the windows. Mr. Eisman puts in some very strong sale windows that no doubt delight the heart of the merchandise man. Mr. Myers, display manager for The Berlin, another Broadway, Brooklyn, institution, also makes a strong point of sale windows. These three houses are lively competitors, but here, as elsewhere, the display managers sustain most friendly relations with each other and co-operate as men of the fraternity are doing everywhere.

The regular monthly meeting of the Display Managers' Club of America was held May 8 at the headquarters, with Vice-president Schmehl in the chair. Two new members were proposed, one a New Yorker, the other from Detroit. Arrangements were discussed for the annual banquet and for the outing, which will take place in June, the latter being in charge of a committee consisting of Messrs. Bird, Tishman, Hopkins and Trewhella.

On account of the difficulty of getting the display managers together in the vacation time at an annual picnic, that feature will be abandoned this year. The annual banquet will be held October 25 at the Waldorf-Astoria, in charge of a committee of the officers, Messrs. Wendel, Koerber, Schmehl, Allert, Bird, Trewhella and Past-presidents Frankenthal and Tishman.

And speaking of meetings, don't forget Baltimore. Mr. Hopkins, of Gimbel's, New York, was present at the Baltimore meeting in connection with a little "swing around the circle" which he has been making; also J. H. True, of Palmenberg, and Clinton E. Smiley, of the J. Kindlimann Form Co., who all went on to the affair, and returned enthusiastic over it. The Baltimore Display Managers' Association were responsible for it. It was a cabaret and dance, held in the roof garden of the Emerson Hotel, Tuesday, May 2, and the returned pilgrims state there were 300 in attendance, all based on the membership of some thirty-five of the Baltimore Display Managers' Association. But display managers are a bunch full of magnetism. Around them gather advertising men, buyers, etc., and this was evidently the case in Baltimore. David Jones, display manager of The Hub, welcomed the guests and introduced J. H. True, of Palmenberg's, who delivered an interesting and elo-

quent address on the growing tendency of display managers to get together and co-operate for their mutual advancement, with the result of raising the standards in the profession. A feature of the evening was a successsion of shadow dances, and the affair was pronounced a shining success by all. The attendance of the foregoing New Yorkers was appreciated, and the following day an octette of Baltimore display managers entertained them at the restaurant of the department store of Hothschild, Kohn & Co., in true southern hospitality.

A PREPARADNESS SALE

Mr. Trewhella, at Best's, had a beautiful new background in last month, a fixture running the entire length of one of the wide dindows, and covering each end. It was a wooden fixture of medium height, with coping at top and pillars at intervals—double window in center, window at each side, curtains for all windows being of pink silk, matching the silk underwear that constituted the merchandise exhibit. The space between the center window and each side window was in black and white stripes, lending a charming effect, while the molding below the top coping was "picked out" in black. Another window at the same time contained the awards in the prize baby contest of the New York American, which created such a furore. Probably Best & Co. were selected to feature the prizes because this is such a well-known "baby house," though attire for older people has since become a strong feature. Mr. Trewhella showed the $350 gold cup made by Tiffany & Co., and won by John Ryan, the prize baby of these parts. The ten gold medals and one hundred silver medals for other prize babies of merit were also shown and attracted a great deal of attention.

An interesting patriotic merchandise window was shown a few days before the Preparedness Parade, at Stern's, by Mr. Zegers. At the back was a large stand of colors of American flags, with other flags about the window. The toy department contributed toy battleships and military aeroplanes, as well as a toy statue of liberty. Military clothing and accoutrements of various kinds completed an exhibit that was very timely and unusually attractive to large numbers.

HANDSOME DISPLAY AT BEST'S

During the week before and the week after the Preparedness Parade, the Greenhut Company conducted a very timely preparedness sale which attracted much attention. The advance in prices was well illustrated by extracts from various trade papers placed over the offerings in specific merchandise, proof-positive to the consumer that values were legitimately higher and that it was time to buy the needed clothing or supplies. Another interesting feature was the introductions to a number of the advertisements by Herbert Kaufman, the essayist, who has been so strongly featured by Hearst's American, who contributed the same brand of pungent talk that has made so many readers of the American sit up and take notice.

ANY MERCHANT can afford to pay the expenses of his display man to the Chicago convention. He will get the money back on the improvement there will be in his fall opening windows alone. All of the latest methods of showing merchandise in the best way will be demostrated at this meeting.



Plate No. 9409. A Display of Typewriters by J. Clyde Cooper, Kansas City, Mo.

This display was awarded a prize of $250 in the Rice Leaders of the World Contest, which was closed last summer. It is not an easy matter to make much of a display of typewriters. However, in this case, the display man has secured an effective result. The window is an excellent advertisement for "Remington Typewriters."

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

THE time of the clearing sales of July and August are coming on with a rush, and knowing of the many changes made by display men in the hopes of attaining better positions and better salaries, as well as the large number of beginners just staring out, I have deemed it advisable to offer the following suggestions, for the clearing sale period is a trying one on all.

To anyone entering upon his duties in a new store at clearing sale time, I would say: First, keep cool; don't get excited, lose your head or start too many things at once. If you are a beginner and not sure of yourself and don't know what certain goods are, don't confess your lack of knowledge, but keep your eyes and ears open, make a good bluff and get to some friendly clerk who will help you out.

If you want to make good, get around early and work late until you get the run of things. As to the sales themselves, let me tell you how close one big store on State street handles its advertising or, rather, one part of its advertising.

First, every paper that it carries an advertisement in is stripped of all reading matter and comics that will not cause an advertisement of the store or its competitors to be thrown away. These advertisements are filed in a binder the size of the paper by months, and two years back is the number of volumes usually kept on hand. Now, in the event of a new man stepping into a big store like this, all he would have to do, assuming he commenced work June 15, and wanted to see what was doing July 1, would be to get the July, 1915, binder and look over the advertisements. This will tell him whether the sales are called July clearance, pre-inventory, semi-annual or annual reduction, anniversary sales, or what.

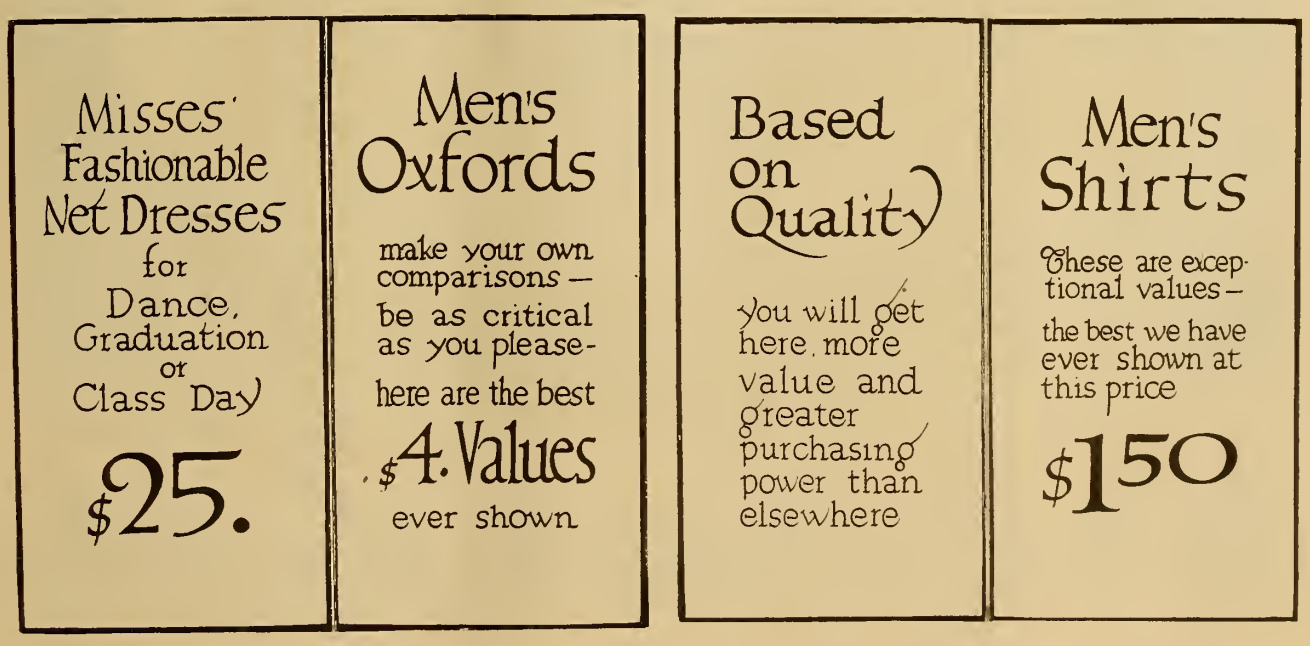
Then ascertain if the firm wants any of these captions printed on the cards.

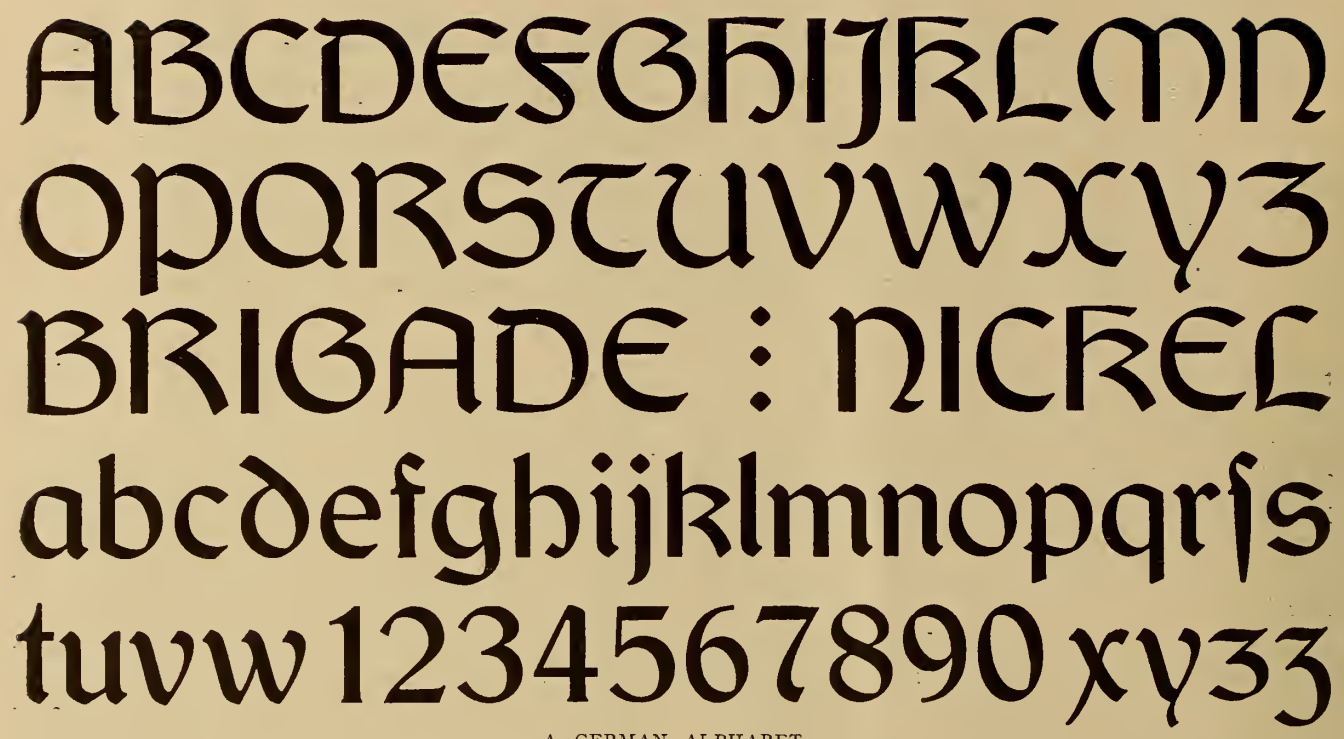
If the store is a large one, the heading of the cards should be printed; if a small one, the cardwriter must do the work by hand. Captions are usually printed in the upper left corner.

Price tickets are often printed with a line, "Reduced to" or "Former price," with space allowed to insert the different prices by hand, and the word "was" or "now" printed lower down for the old or new price, respectively. Comparative prices are being shunned more and more each year by stores of good repute.

A rubber stamp made of a DeVinne type mounted on a Buck cushion base affords a good means of helping out.

You will want eighths, quarters and five by sevens with the words "Reduced to" on them, and there is no reason why you should wait until the last minute





A GERMAN ALPHABET.

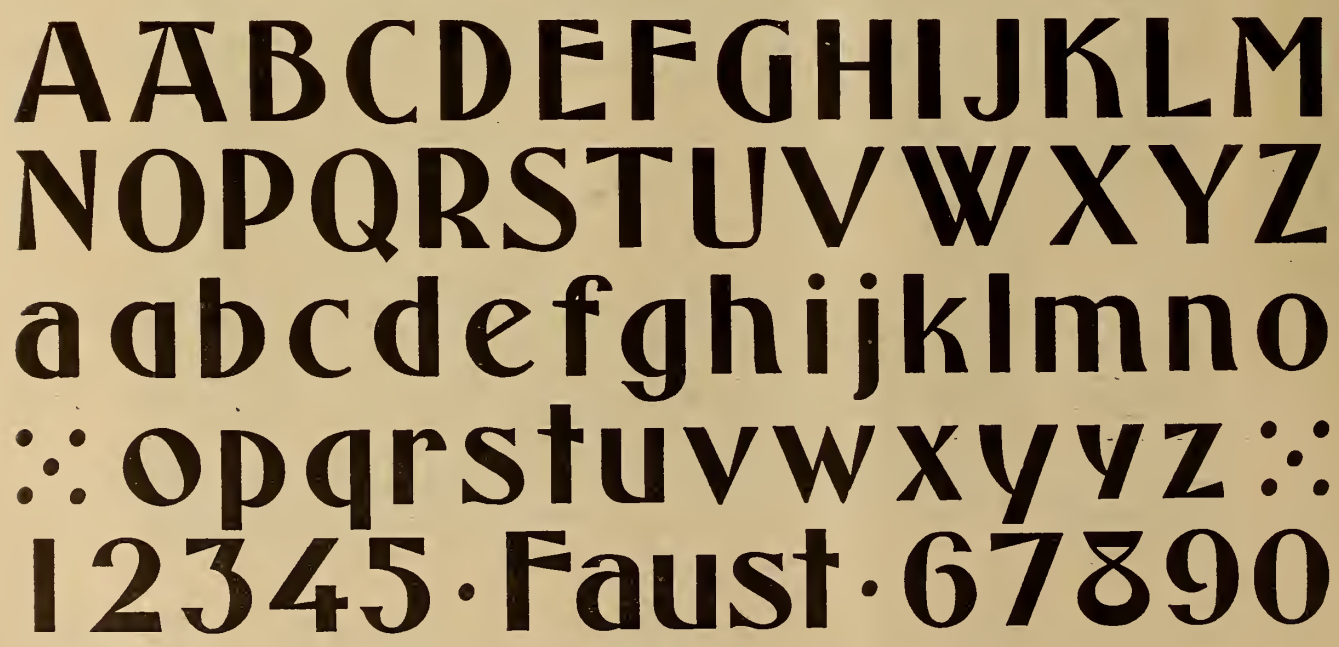
to knock them out. Again, you are very liable to want a large sable brush on the basis of a No. 10 or 12 letterer or a No. 14, 16 or 18 rigger. When you want a big brush, you generally need it very much, and it's wise to have one on hand.

If you are in a store where suitcases are sold, you will do well to be prepared with either drop black ground in japan or waterproof india ink, or both. In the large stores, particularly at the vacation period, suitcases often come to the sign room by the dozen, and we do not think of using other than the ink.

In lettering the abominable rattan woven cases often sold to women, you must use a camel (squirrel) hair brush and use a "pounce stroke," having the color a little thicker than for lettering, and use the japan color thinned with turpentine.

In lettering black walrus bags, use lettering gold mixed in japan gold size—or aluminum lettering bronze, as ordered. If sized and bronzed, the leather should be first dusted with whiting or powdered magnesia, the last being the favorite. If this is not done, you will find when you dust on bronze on the sized letters that the natural oil of the leather will cause bronze to adhere in other places than where lettered. After lettering is dry, the magnesia may be removed first by dusting, then by a damp cloth.

The bronze mixed in japan gold size will make the cleaner job, the last process the more brilliant one.



THIS ALPHABET WAS DESIGNED BY A GERMAN ARTIST.

Unless the customer insists on white, use gold or aluminum on black cases, black valises and black wardrobe trunks.

On all other trunks, you should add a little japan gold size to the black or color ground in japan.

Colors ground in oil dry too slowly unless much drier is used—japan colors dry almost instantaneously.

Brushes used in japan colors must be rinsed out in turps, filled with vaseline, lard oil or any oil you have handy, in preference to leaving the brush dry hard. Then place brushes on a piece of tin or glass in a covered box.

Great care should be used not to throw any turpentine or oil soaked rags in with waste papers or a conflagration may result.

Many stores will want streamers across the windows, reading "July Clearance Sales Now in Progress," "Pre-inventory Sales" or whatever the sale may be. Many of these are lettered on muslin and may be saved from year to year.

In many instances, however, if it is possible to get a good white strip of bond wrapping paper off a roll, it will suffice nicely. Use japan colors and squirrel-hair brushes and the paper will not buckle.

The alphabets shown this month are from the hands of German artists—the cards shown are typical cards from the average Chicago sign shop, worth twenty-five cents each.

The cardwriter who is at all wise, even if he be in a remote or inland town, will not err if he subscribes for some large metropolitan paper.

By carefully reading the advertisements of a high-class store for men, such as Maurice Rothschild's, he will find where he can, by cutting out a few words in newspaper advertisements, find many suggestions for window cards.

Thoughts will be suggested and the beginner may, unknown to himself, start on a line of work which will take him ultimately into the advertising field, for it is by reading good copy and good books that we increase our vocabulary, and no better means can possibly be at your disposal than the picking to pieces or the reconstruction of the advertisement of the high-class store to give you a right start.

Wax Figures Popular

A GLANCE through the pictures of show windows in any issue of this journal must impress one with the wonderful popularity that has been attained by wax figures during the past few years. More and better figures are now used than would have been dreamed possible five or six years ago. This is due in a large measure to the wonderfully effective figures that are now being made. They are real works of art and infinitely superior to the figures that were once made.

Then, too, the merchant who formerly felt that he could not afford wax figures has learned that he cannot afford to be without them. This is particularly true of stores that sell ready-to-wear. For the showing of suits and growns the wax figure is practically a necessity.



Plate No. 9410. A Display of Glassware by Herbert Daniels for F. R. MacMillan, Inc., Saskatoon, Sask.

This photograph shows a simple and well-balanced arrangement of pedestals and glass shelves. The background, sides and floor were covered plainly with black crepe paper. Two large, square pieces of mirror glass were laid flat on the floor in a diagonal position. The central feature was a table setting of glassware reproduced from an illustration in the booklet issued by the manufacturer of this glassware. A lighted glass lamp stood in the middle of this table. The name and trademark of the maker were strongly featured. Plenty of modest price tickets were used. This setting illustrates admirably the great value of a reasonable quantity of flowers in giving tone and the necessary color to almost any window display. In this case the flowers have been used with excellent judgment. This display was highly satisfactory in the matter of sales. The cost was very little considering its effectiveness.

OLD STUFF

HOW AN OLD TIME DISPLAY MAN IS REJUVENATING SOME OF THE WINDOW ATTRACTIONS OF TWENTY YEARS AGO—MYSTERY AND ILLUSION DISPLAYS POPULAR WITH CERTAIN CLASS OF MERCHANTS

THE OTHER DAY a man strolled into the editor's sanctum and wanted to know if he could buy some of the earliest copies of the SHOW WINDOW. He was evidently disappointed when told that the early numbers of the old journal had for many years been out of print but he brightened up again when told we had a complete set of bound volumes that he might look over if he cared to. He took several of the old volumes to a table and then commenced to go through them page by page, with the utmost interest. Once in a while he would come to something that interested him particularly and he would get out a big note book in which he sketched carefully some idea that seemed to please him. He worked for hours and made many notes and sketches.

"Getting up a history of window display?" we asked him.

"Nope," he answered, "I'm just digging up some of these good old timers that made a hit twenty years ago. I can make money on a lot of these I've just picked up. There were some pretty clever trimmers in the old days, weren't there?

"I'm an old time trimmer myself," he continued. "I used to trim windows nearly thirty years ago but there wasn't much in it in those days. There weren't many stores that had regular trimmers at that time and the men who did have jobs weren't getting paid a lot. At any rate, I tried it out for a while and then I got mixed up with a fellow that was in the importing business. I went in with him and after a few years we had built up a nice little business—not a big thing, but a good living for both of us.

"Our scheme," he went on, "was to get samples of all sorts of novelties from some of the smaller manufacturers in Germany, and then go around and get orders. We didn't carry any stock to speak of in the beginning, so it didn't take much money to keep the business going.

"After while we got to doing a little importing on our own hook and things were going along fine, when, Blooey! Along came the war. You can figure for yourself what that did to us. We had a little stock on hand and a lot more orders and partly paid for. We kept the office going for a while and then had to give up.

"Well, I had to get a job of some sort but most of the people I'd known in business were more or less tied up by the war and I had a hard time finding one. Of course, I wasn't afraid of starving, but I hated to see everything going out and nothing coming in.

"One day I happened to pass a big cigar store where a lot of people were standing looking at the window.

"Gee, I said to myself—there's one with moss on it and it's drawing the people, too.

"It was a cigar box that had been sawed in two, kind of cat-a-corner, and one-half was glued to each side of the glass—around the half of the box that was on the outside some jagged streaks had been made with white water color to make it look as though the window was smashed, and inside the window was a lot of broken glass. There were a few chips of glass on the sidewalk, too. It was a pretty rough work—I'd seen it done better twenty years ago. But it caught the crowd—that was the main thing.

"Well, I says to myself, if that kind of stuff will go, I know a whole lot more of the old schemes that are so much better than this one that they ought to make a sure hit. So I tried it out and have made a go of it. For the last year I have made a fair living by pulling off window stuff as new that was old when Heck was a pup.

"The first thing I did was to do the 'broken window' stunt the way it should be done. I went out to another part of town where I found a live wire cigar man and told him about the bunch I'd seen looking at the window downtown. Then I offered to fix his window up the way it ought to be done, without charging him a cent, providing he would furnish me the stuff. I got a lot of big and little slivers of plate glass and cemented them on the window around a sawed box in such a way that you had to pretty near touch the window to discover that it wasn't smashed to smithereens. Then I trimmed up the display inside and made it look like something.

"Three days later I went out to see the cigar man again and he was tickled to death—said that hundreds of people had mentioned the busted window and that the stunt had sold cigars. I wound up by making arrangements to trim his window once every two weeks for $5 and to put in special stunts occasionally at prices to be agreed upon.

"That was the starter. I now have a boy helping me and have all the work lined up that I can look after—all regular customers, too. I find that drug, cigar, hat and men's furnishing stores are easy to get for these stunt windows. They seem to think that anything that will stop a bunch in front of the window is good advertising. Maybe it is, but I don't think that kind of stuff gets much real business. It's up to them though, and I'm not going to kick as long as they keep paying me.

"What!" exclaimed our visitor, in answer to a question, "me tackle a job at legitimate window display? I should say not! Why, these youngsters today know more in a minute about real display than most of the old-timers ever found out. The new men may not be strong on the circus stuff but they know how to show the goods in a way that sells 'em. That's what the windows are for—to sell the stuff, not to block the sidewalk with a lot of rubes that never think of going inside the store.

"But there's a certain kind of merchant who wants to nail the attention of the passing crowd, no matter how he does it, and it's up to me to give 'em what they want and say nothing. I'm not making a barrel of money but I'm getting along—and the war can't last forever. Much obliged for letting me look over the old books. I got some ideas I'd never seen before and came across some that I'd forgotten years ago. I've got to set up a straw hat mill tonight for a fellow over west and I guess I'd better me moving. So long."

Salesmanship Congress

AT A MEETING of the General Committee of the World's Salesmanship Congress, the dates for the Congress were changed from the tentative dates of July 2, 3, 4, 5 and 6 to July 9, 10, 11, 12 and 13. The Congress, which will be held in Detroit, will start on a Sunday with many of the most prominent salesmen and sales managers of the world occupying the pulpits of the various Detroit churches.

The World's Salesmanship Congress is the first of a series of annual conventions of salesmen and executives in every line of business activity. Every country in the world will be represented in the Congress, and those who have been instrumental in calling this convention feel assured that this is the first step in bringing the profession of salesmanship to the high standard to which it is entitled among business organizations of the world. Detroit has been selected as the meeting place for the first Salesmanship Congress.

The Congress is the outgrowth of the Salesmanship Club of Detroit, and lists among its members the names of salesmen and sales managers known the world over wherever business is transacted. For instance, there is hardly a business man in this country who has not heard of such men as John Wanamaker, the Wanamaker Stores; Norval A. Hawkins, Ford Motor Company; H. M. Jewett, Paige-Detroit Motor Car Company; Edward A. Woods, president National Association of Life Underwriters, Pittsburgh; B. P. Neff, Duluth, Minn., and A. C. Secrest, Cleveland, vice-presidents, and Theodore Monroe, Lisbon, Ohio, president of the International Sales Managers' Association, who are on the General Committee which has the World's Congress in charge. These men are behind the Congress, and the very fact that they are giving it their active support assures its ultimate success.

Hugh Chalmers, president of the Chalmers Motor Company, and Harry W. Ford, president of the Saxon Motor Company, who with three other prominent Detroit sales managers have the program in charge, promise a list of speakers for the occasion that will outrival in prominence, ability and commercial success, any who have ever been brought together to speak on any one occasion.

It is the belief of these master salesmen that every city that has any commercial activity whatever should have a salesmanship club of its own, and that the salesmen of the world should have some means of learning and acquiring the new ideas and thoughts of salesmanship, the same as the advertising men, the merchants and the manufacturers at the present time.

Trophy for Good Displays

WITH the purpose of encouraging merchants and display men to added efforts in the matter of window display, William Kendrick's Sons of Louisville, Ky., have presented the Advertising Club of that city with a particularly handsome silver trophy in the form of a cup that is to be awarded in turn to those stores having the best show windows. The following suggestions accompanied the gift of the cup:

It is our pleasure to present to the Advertising Club of Louisville a loving cup, the same to remain the property of said club.

In offering this trophy, we earnestly solicit the hearty co-operation of the retail merchants of our city. Civic pride should lend added interest in that all merchants will be vitally interested in window dressing throughout the shopping district of our city. In our judgment, nothing attracts the eyes of a stranger like that of an attractive window display of quality merchandise. It will create a greater desire to buy in Louisville. Reciprocity begins by patronizing home industries.

We would further suggest that the club devise some fixed rules for contest for the cup. We will suggest a few rules governing same, subject to change as deemed best by the club.

First—That no firm may receive the cup more than three times in succession.

Second—That a record be kept by the Advertising Club of Louisville of the number of times said cup appears in winning window display.

Third—That no charge be made in the window dressing contest for said cup of the Advertising Club of Louisville.

Fourth—As soon as possible after the selection of the prize winning window has been announced, the Advertising Club Contest Committee shall deliver the cup to the firm for display in said prize winning window for that week.

Fifth—That the cup be given to the best window display of any retail store. The word "best" not to mean the prettiest window display, but best from the standpoint of "selling values" of the display. Character, cost or kind of merchandise not to be considered.

Any other rules or suggestion that the club may deem appropriate can be embodied or the above changed as in their judgment will be most appropriate.

Lousville has a number of display men who are handling their windows unusually well at the present time and there is little doubt that this trophy will bring about a friendly spirit of rivalry that should serve as a stimulus to added effort. It is also likely that the merchants will co-operate with their display men in an effort to secure the honor of displaying the cup in their windows. In every way the scheme seems a sound one that could be used to advantage in any city.

COLOR AND TONE

SOME PRATICAL SUGGESTIONS THAT WILL HELP THE DISPLAY MAN TO MAKE HIS WINDOWS MORE ATTRACTIVE—HOW COLORS ARE COMBINED, CONTRASTED OR HARMONIZED

Sidney M. Irving

EDITOR'S NOTE:—In general window display and decoration there is no one factor that is of more vital importance than color. No matter how pleasingly the setting may be designed nor how cleverly the merchandise may be arranged, if the color scheme is wrong, the whole display will appear as a failure to all those who have an accurate sense of color. Poorly combined colors affect the eye just as unpleasantly as discordant sounds affect the ear. Without a fairly accurate knowledge of colors and their relation to each other, no one can hope to meet with much success as a window dresser. Some have a natural instinct for color—a sense that is an unerring guide to pleasing combinations and a guard against discordant arrangements. Others lack the color sense just as some persons have no ear for music. Fortunately there are certain laws concerning color that may be learned easily even by those who may lack a natural instinct for color. Some of these laws are outlined and explained by Mr. Irving in the following article which may be read with profit by every display man, card writer and others who have to do with color. Mr. Irving, the writer, has been long connected with the decorating department of Marshall Field & Company in Chicago and he has given much thought and study to color in its application to window display. What he has to say may be accepted as authoritative.

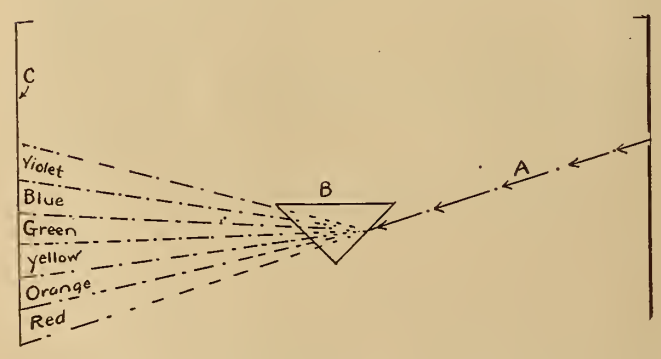
THIS ARTICLE is of necessity limited but we believe, in spite of its shortness that it will open up new fields of thought to the decorator and to those engaged in the sale of wearing apparel and home furnishings.

It will assist the salesman, and the decorator will probably find here the secret of many of his failures which previously he could not account for, although aware that something was wrong.

It was not known that ordinary sunlight contained all the colors until Sir Isaac Newton proved it to be so with a triangular glass prism.

His demonstration may be understood by referring to the accompanying diagram, which may be explained thus:

If a ray of sunlight, "A," be allowed to enter a darkened room and there meet a glass prism,



"B," the light will be refracted and divided up into its component colors and diffused on the opposite plane, "C," which may be a wall or piece of white paper. These colors will appear in a rainbow band as follows: violet, blue, green, yellow, orange and red.

By a reverse process these colors may be changed back into the white light from whence they came by painting a white cardboard disc with sections of the principal colors, red, green and blue, and rapidly spinning it. The result will be a white of low luminosity or a pale gray. That it cannot be a light white is due to the fact that there are no colors in nature as luminous as light itself. This reverse process, however, is close enough to prove the correctness of the Newton process.

It was at first thought that all of the above named colors were primary colors but it has been demonstrated that only three of them are primaries, or colors, the combinations of which, in varying proportions, would produce the others.

It is well to state here that in referring to colors and the combinations thereof, **colored light** is meant and *not pigments* (paint). Colored light is the only true basis to work upon. Paint is but an instrument of expression of the truths found in light itself. This accounts for the erroneous beliefs of many artists who have experimented with colored pigments only.

The three true primary colors are red, green and blue. It was long held that yellow was one of the primaries because yellow and blue pigments would produce green but when red, yellow and blue are



CLOVER PATTERN.

combined as lights they do not produce white light as do red, green and blue. Yellow can be produced by red and green lights.

The quality of these three primaries may be roughly represented by scarlet red, emerald green and ultramarine blue. The other colors, violet, yellow and orange, are secondaries.

Every color has an opposite or contrasting color, called a complementary or secondary. The combination of any two of the primary colors produces the contrasting color to the other remaining color. For instance, red and green light combines

to produce yellow light, which is the complementary of blue.

An interesting experiment is here suggested, which will be of inestimable value in determining the proper complementary of any desired color.

Color the leaves of the clover pattern in the black circle as follows: Make one leaf red, one green and the third blue, leaving the central circle white.

Then look at the white circle in the center intently for about 20 seconds; then transfer your gaze to a dark object or dark portion of the room. In a moment or two a white circle will appear before your vision. The clover pattern will immediately form, but instead of the colors you painted thereon you will see the complementary color of each!

Where red was, green will be seen; yellow will be where blue was and violet will take the place of green! The opposite of any color may de determined in this way. If you desire to know the proper opposite to a blue object, place it on a gray background and gaze intently on it; then transfer your gaze to some dark object and the opposite will appear.

All colors appear most intense when placed next their complementary. Colors placed beside one another influence each other's appearance, one modifying or accentuating the other, according to the colors so juxtaposed.

When two dissimilar colors are placed together each seems to become tinted with the complementary of the other, for instance: Placing yellow and red together causes the yellow to appear greenish and the red to appear more crimson.

Many persons confuse "tone" with "color." Color means hue. Tone means the depth of a color—its lightness or darkness. To illustrate: Ultramarine blue water color when in its pan appears almost black but when diluted with water may be lightened to sky blue. The color is the same, light or dark, but the tone is altered. Different tones affect one another if placed together. A light red tie placed beside a dark red one causes the dark one to appear darker and the light one to appear lighter than if viewed separately. Color harmony is another matter. Harmony is opposed to contrast. There is no rule as to harmony of colors excepting the broad one that harmony is the absence of *disagreeable contrasts*. Pleasing ensembles of color can be made as well as a pretty composition of music, likewise a composition of color can be, like some so-called music, actually painful. Our senses are effected by colors as they are by music and some of the advanced thinkers along these lines have already translated color into terms of music and vice versa.

Some suggest that it will not be long before we may be regularly regaled with color concerts much as we now attend the musical concerts or the movies! Artists make their colors harmonize by neutralizing them with a little of the color besides which they are to be placed.

Interior decorators take the harshness out of their color combinations in the same way, for instance, if a raw and ugly red is to be used with a bad green, they mix a little of the green with the red and a little of the red with the green, thereby taking the "edge" off each and making the colors blend together in a manner soothing to the optic senses.

Experiments should be made by those interested in the subject, taking notes from nature itself; butterflies, flowers, sunsets, etc., with a box of water colors. There are so many beautiful ready-made color compositions in nature that it should be easy for any one to "take a cue" therefrom.

A FEATURE of the style show parade held in Waco, Texas, was an immense platform float on which was placed a gigantic hat box which contained ten remarkably pretty young women. The box was placed at an angle and in front was the lid upon which one of the young ladies was seated.

READ about the big I. A. D. M. convention in this issue. The program is not yet complete, but it is far enough along to be sure of being the best ever offered. Remember the date is August 7, 8, 9 and 10.



A SHOW CARD BY JACK CAMERON.









PART OF A SERIES OF UNUSUALLY HANDSOME DISPLAYS BY E. J. BERG FOR BURGESS-NASH CO., OMAHA.



A BOOTH DESIGNED BY A. J. NELSON AND J. J. CODY, DENVER, COLO.

Moving Picture Style Show

DISPLAY MANAGER C. E. WILSON, with the Killian Company of Cedar Rapids, Iowa, put on a new kind of style show for his store last spring. On the roof of the store he built a remarkably attractive setting representing a garden scene. This was a pergola effect with massive pillars and beneath was a seat. The pergola was decorated with flowers and foliage and at the back was a painted scene representing a vista through a garden. In front was an oval platform of imitation marble.

On this platform a number of models attired in costumes taken from the Killian stock, posed before a moving picture camera. A considerable variety of gowns and coats were shown on models of various ages who had been carefully drilled to show off the most interesting points of the garments they wore. The films were later shown at all of the leading movie theaters in Cedar Rapids and attracted much favorable comment. Altogether it turned out to be a decidedly good bit of advertising, and Mr. Wilson received many compliments. An attempt was made to produce engravings from sections of the films, but unfortunately the reproductions did not turn out satisfactorily.

DAVID B. CHAMBERS, who has been display manager for Younker Brothers, at Des Moines, Iowa, for three years, is now in charge of the display department of the Lindell store, St. Louis. Mr. Chambers is one of the old-timers in the display business and has made a reputation from coast to coast. Many of his clever displays have appeared in this journal.

A Good Idea

ONE of the best things a display man can do is to take an occasional trip to other cities, meet other display men and observe their work carefully. He cannot fail to pick up many good ideas that will be worth a lot to him. Many merchants realize this and send their display men to the big cities to observe the spring and fall opening windows. Some display men come clear from the Pacific Coast to see the State street windows every spring and fall. New York, Philadelphia, Pittsburgh and many other big cities also send their display men to see the Chicago windows. And this applies to every big city.

Sticking too close to home tends to narrow a man. He gets used to the work of the men in his own town and is likely to fall into a rut unless he has an occasional chance to get out and look around at what others are doing. The buyer goes to market at least twice a year, and if he is a live wire he picks up a lot of valuable information every time he makes a trip. He meets other buyers and they exchange ideas and experiences to their mutual advantage. Every merchant who can reasonably afford to do so, should send his display man "to market" twice a year. The trips will put new "pep" into him and will improve his work wonderfully.

Displays Sell Autos

AUTOMOBILE dealers are paying more and more attention to their show window displays and some stores have regularly employed display men. Tire makers are also waking up to the possibilities of display. All of this offers one more opportunity to the display man who has a little spare time on his hands. Henry Krohn, sales manager for the Paige car, has the following to say about window display:

"Dealers frequently pay high rent for a desirable location that gives them splendid window space and then fail to use the windows to the best advantage. That is a waste of rent money. As a writer once pointed out, it is like renting a room in a hotel and then sleeping on the sidewalk. The windows are the most expensive part of a store, if the rent is properly analyzed, but instead of being an expense, the cost of windows becomes an investment, producing handsome returns if the windows are properly used. A judicious and tasteful display has sold many an automobile and in numerous instances it is undoubtedly just that deciding factor that swings a prospect into the door of the dealer who makes the sale."

GUM CHEWING is an altogether innocent pleasure but the operation is not particularly pleasing to all beholders. There should be an iron-clad rule in every store that any employee detected chewing gum shall be shot at sunrise.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
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"Merchant and Decorator" Established 1905

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Official Organ of
The International Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

June, 1916

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Get Rid of Them Now

MOST merchants will soon be getting ready for their July clearance sales, and in going over the average stock there will be found more or less "stickers" that have been in the store longer than they should have. What is the matter with these slow-selling goods is sometimes difficult to say. At any rate, customers don't want them, or at least they don't want them at the price asked. The only thing to do is to clip off some of the price, and the question is—how much?

Naturally, any merchant is disinclined to mark his merchandise below cost, but in considering a "sticker" the question is not what it cost, but what will it sell for. It must be got rid of, and the sooner the better. By making a decided cut, the store can get some advertising and the "sticker" will be moved; but, on the other hand, a slight reduction is hardly likely to prove much of an inducement. Better take the loss at once and put the money into better selling stuff.

Write Your Name Plainly

IT IS A FAD with many persons to give to their signatures a bit of eccentricity. Whereas they are able to write plainly and well, they give to the signing of their names a few offhand swings and dashes that produce a result about as legible as a Chinese laundry ticket. Oddly enough, many otherwise sensible business men take apparent pride in signatures that no one on earth can possibly decipher. This is all very well when the name is used on checks that are readily identified at the local bank, but when hieroglyphic signatures are attached to business letters sent to strangers, considerable annoyance is frequently caused through the recipients being unable to tell from the meaningless pot-hooks who has signed a letter.

We have received many letters and photographs signed in such a way that it has been impossible to tell from whom they came. Business men should either write their names plainly or get a rubber stamp that can be read.

Wrong Addresses

EVERY store must, in the natural course of events, suffer more or less loss through the mistakes of employees. Most mistakes, however, are due entirely to carelessness, and many of them might be eliminated if those at fault were held accountable. For example, every store has to pay a pretty stiff price for mistakes made by sales people in taking down names and addresses for goods to be delivered. It is very seldom, indeed, that such mistakes result from anything but sheer carelessness.

It should be an inviolate rule that every name and address should be written plainly and then called back distinctly to the customer. This prolongs the transaction only a few seconds and it should be insisted

upon, no matter how busy the salesman may be. It is a common fault for sales people to write the first three or four letters of the name of a street distinctly and then trail off in a wavy line that is illegible to anyone but an expert. This system of chirography saves possibly three seconds in making out a ticket, but it is likely to cause a lot of trouble for the delivery department and result in annoyance to the customer.

It should be an easy matter to trace the responsibility for every misdirected parcel. This should be done and the matter explained carefully to the person making the mistake.

Getting Ahead

FREQUENTLY we hear one display man speaking of another in a more exalted position, saying: "I certainly wish I had had that man's opportunity." The truth of the matter is that nine out of ten of the men filling big positions have made their own opportunities. They have started in at the bottom and have progressed purely through their own efforts. Most positions held by display men are what the individuals make them. They grow and expand as the usefulness of the men that hold them grows.

In some stores, it is true that there is little opportunity for real progress—the display man is loaded to the capacity with routine work that occupies every minute of his time. In the average store, however, the window man has time to devote to other things aside from his windows, and this time can be spent profitably in studying the many problems of merchandising and advertising.

Many men who began by merely dressing the windows have made themselves doubly valuable to their employers by gradually working into other fields of usefulness. There is no limit that can be put upon the advancement of the display man who has a fixed determination to develop his usefulness at every opportunity and who then proceeds to make his own opportunities.

Posing Wax Figures

THE COMMONEST FAULT in posing wax figures lies in placing them in positions indicating action. For example, one of the most popular poses is to place the figure with arm outstretched as though making a gesture. No matter how natural the motion of making the gesture may be, it is altogether unnatural to keep the pose for more than a moment or two, whereas the wax figure is likely to hold the same position for a week at a time.

It is a good plan to watch women in repose and try to copy their positions when arranging the arms of wax figures. Always try to avoid placing a figure in any position that a person would not naturally retain for half a minute or so. Wax figures are so beautifully made these days that it is almost a crime to twist them into unnatural and strained poses in the window.

An Unusual Prize Contest

DURING the style show week in Cleveland last month there was held a window dressing contest in which prizes were given to the general public as a means of getting people to examine the goods on display more closely. The prizes were awarded by the Retail Merchants' Board of the Chamber of Commerce, the prizes being merchandise certificates redeemable only by the stores that are members of that board.

All of the windows were balloted upon by the public and each contestant was required to write an essay of not more than seventy-five words giving reasons for the choice. The windows receiving the first, second and third highest votes were then separated from the others and the best essays in each class selected by a competent committee. The prizes were awarded as follows:

Window No. 1.—First prize, merchandise certificate for $100; second prize, merchandise certificate for $35; third prize, merchandise certificate for $15. Window No. 2.—First prize, merchandise certificate for $50; second prize, merchandise certificate for $15. Window No. 3.—First prize, merchandise certificate for $25; second prize, merchandise certificate for $10.

HAVE you arranged for a floral parade in your city this summer? If you haven't, it's time to get busy. The parade will prove a good thing for the town, the merchants and the display men.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1916 have been made as follows:

Leo Van Coutren, Brookfield, Mo.
C. A. Vosberg, Pittsburgh, Pa.
J. D. Brower, Hartford, Conn.
Jerome D. Wensole, Minneapolis

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

A Unique Fashion Show

NATURALLY the purpose of the fashion show with living models is to show off the latest gowns and this should be done in such a manner as to make the gowns the main show rather than the surroundings. Nevertheless, it will have to be admitted that there has been a good deal of sameness to practically all of the so-called "Promenades des Toilettes." There have been the same palm-bordered runways of velvet, the same statuesque and stately models in the same ultra elaborate costumes gliding back and forth to the same low strains of music. All of this is quite impressive when seen for the first time or two, but viewed year after year with little or no change the spectacle is inclined to lose its interest. The constant demand of the public is for something new and different and this applied to style shows as well as to most other things. Realizing this, a number of stores in various parts of the country attempted to inject a bit of originality into their style shows this spring.

Siegel, Cooper & Co. of Chicago held a new kind of style show that they called "The Debutante's Dream." This was a series of pictures or tableaus in which there was just enough of mild dramatic interest introduced to take away the monotony of the ordinary "Promenade." A charming debutante, on the eve of her formal bow to the world of society is taking a nap on a divan in a luxuriously appointed setting, and has a wonderful dream. She dreams of the first children's party she ever had and as the vision progresses, a number of children in pretty new frocks appear on the scene. Maids remove their hats and coats and the youngsters play about in an altogether natural manner.

The dream changes to the school days of the young lady on the divan and older girls troop in showing the costumes of the days of pigtails, fun and fudge. Later she is through school and attends her first tea dance. Then follows her days of grown-up sports, golfing, tennis, swimming and riding. Now she dreams of her engagement, then of the wedding day with the bridesmaid, flower girls, ushers and all of the other customary characters portrayed vividly. From beginning to end, all of the varying stages from babyhood to old age are depicted in an interesting way. Of course, there is but little real acting in this exhibition which lasts about an hour, but the whole thing moves smoothly along and there is just enough "story" to lend added interest to the characters and the costumes worn.

EVERY TIME a merchant makes an advertising statement that cannot be fully backed up he is knocking his own business. The exaggeration may bring people to the store *once,* but when they come they will determine for themselves whether or not the store has made good.

An Illuminated Flag

PEOPLE riding along Chicago's lake front at night are surprised to see a big, brilliantly lighted American flag waving in the darkness hundreds of feet up in the air. Only the flag can be seen, with an occasional glimpse of the staff that supports it, and it flutters and flaps in the breeze in a way that is almost uncanny.

The flag is on a tall staff on the top of the high tower of the Auditorium Hotel, which is to be the I. A. D. M. convention headquarters next August. It is lighted by concealed projectors which throw the illumination just where it is wanted and no place else.

This is a good suggestion for a Fourth of July exterior decoration. Any store having a high flagstaff could work the scheme easily. If the regular projectors are not available, some kinds of show window reflectors would answer the purpose almost as well. Naturally, the higher the flag is, the better the effect. If a building is not high enough to get the best effect, possibly the use of a smaller flag would give the illusion of increased distance.

Store Soldiers

PREPAREDNESS parades are being held all over the country, and the general public is highly interested in the question of adequate naval and military protection as insurance against a possible war. This makes timely a little announcement that appeared recently in one of Wanamaker's advertisements. It read in part as follows:

"In these days of war afar and rumors of war, the women seem to be doing more than the men in nationalizing their thinking and labors, and the men seem not to be able to do much of themselves alone, either in preparedness or amelioration of suffering.

"We hold ourselves ready to turn out at the nation's call a regiment of 1,200 men who have in the past twenty-five years, at our own cost, received military instruction and are prepared by years of drill and study for the field.

"It is not a new thing to be instilling patriotism and preparation to be ready for the first call of duty."

PRACTICALLY all of the retail stores of Fort Dodge, Ia., joined in a co-operative auction sale that lasted two weeks. The auction was held in a large, centrally located store room and a large quantity of merchandise of all sorts was sold to the highest bidders.

GENERALLY the display man knows more about window display than the boss does. However, it is not a good thing to insist always upon doing things his own way. He should remember that the boss is paying his salary and has some rights in deciding as to how the windows are to be handled.

Draping for the Movies

DISPLAY MEN in all parts of the country will have an opportunity to see a demonstration over a live model by C. E. Pressley, display manager of the Broadway Department Store of Los Angeles. Mr. Pressley's drapes, using a movie star as a model, are to be shown in moving picture theaters everywhere.

For the purpose of heralding to the world the charms of the Los Angeles milady and to show what she wears to be up-to-the-minute, fourteen models from a moving picture studio posed in the latest fashions on the beautiful roof garden of the Broadway department store.

If a scenario writer had been on the job he might have entitled the fashion drama How the Broadway Department Store Makes it Possible for Patrons to See Merchandise Draped on Living Models; for that was just what happened on the roof garden of the Broadway store.

Fourteen pretty girls participated in a fashion show before the moving picture camera. The leading roles in the show were taken by Miss Loris Melford, noted film star, and Charles E. Pressley, display manager of the Broadway Department Store.

All the models, who took the parts of interested spectators in the fashion drama, were clad in the latest offerings of season. The gowns were taken from the regular stock of the Broadway Department Store.

With Miss Melford as the model and fourteen other pretty girls looking on, Mr. Pressley illustrated before the camera just how a model is draped in the latest feminine wearing apparel for a window display. Just how the skirt, puffs, hoops, waist and girdle should be draped was shown by Mr. Pressley. The draping of the beads, the hat and the parasol were included in the finishing touches.



MR. PRESSLEY AT WORK.



THE FINISHED DRAPE.

A number of attractive gowns were worn by the Broadway models and all were of the latest fashion.

It is the plan of the Broadway store, acting in conjunction with a moving picture firm, to show the scenes taken yesterday at all the local theaters in the near future and throughout the United States. The two pictures show Mr. Pressley at work and the finished drape.

IT IS A CUSTOM with some merchants to sort their mail by the simple process of saving and looking over only those pieces carrying a two-cent stamp. Everything with a one-cent stamp is dumped into the waste-basket.

It is true that every busy merchant receives a lot of advertising matter under a one-cent postage that has no interest for him. On the other hand, however, it is not at all uncommon to receive highly interesting announcements with one-cent stamps on them. If the merchant is too busy to go through all this advertising matter himself, he should deputize someone with less valuable time to sort out the matter and save anything that may appear to be of importance.

Stop This Fake

THERE is a kind of store that is to be found in most good sized cities, that gives a black eye to honest advertising and to legitimate merchandising in general. It is the store that is always "Closing Out," with flaunting muslin signs all over the front and everything for sale at "one-third regular prices," but which never does close out. We have in mind a store that has been closing out for years, and is apparently no nearer the end than it was in the beginning. It is possible for these fakers to word their signs in such a way as to escape the penalties of the honest advertising law, but honest merchants should find some other way to get rid of them. Their entire business is conducted upon a basis or misrepresentation, and it should not be difficult to find some specific dishonesty that the law can reach.

Against Stephens Bill

THE National Retail Dry Goods Association is sending out the following letter, addressed to the Association by Marshall Field & Co.:

"We are decidedly opposed to the Stephens-Ashurst Price Maintenance Bill, because it is in the interest of the manufacturer and contrary to the interest of the jobber, retailer and consumer. We do not think that the manufacturer should be permitted to control the price of any article after he has parted with the title to the same and has received full compensation therefor. He has ample opportunity to obtain a satisfactory profit while the article remains his property. After the title has passed to the jobber or retailer it should be within the discretion of such jobber or retailer to name the price at which it should be sold. We thing that it would be unfair to the consumer to enact a law which would prevent him from getting the benefit of such reduced prices as the jobber or retailer might otherwise feel inclined to make.

"Yours very truly,
"Marshall Field & Co.,
"J. M. Barnes."

SOME STORES have bulletin boards showing vacancies that may occur from time to time. This is done on the theory that salespeople often have friends who are looking for positions and more reliable help can be secured in this way than through the ordinary course of advertising. Employes seeking advancement are also invited to make application for vacant positions that may be in the line of promotions.

NO SENSIBLE PERSON would expect a carpenter to build a house without tools, and it is just as unreasonable to expect a display man to get the best results without necessary fixtures.

MOST cities have on their statute books a multitude of ordinances that are dead letters. Most people know these regulations, but no one dreams of being guided by them. So it is in some stores. Rules that were once enforced fall into disuse for one reason or another and become dead letters. It is a bad principle for any store to have rules that are not enforced to the letter. When a rule becomes impractical or obsolete it should be canceled and employes notified to that effect.

TELEPHONES are being used more and more to get business for the big city stores and there is no reason why smaller stores should not do the same. But to do business by phone one must have an efficient phone service. In every store where there is but one phone there should be someone to attend it who is qualified to handle calls intelligently. There are too many cases where incoming phone calls are handled by boys or girls.

DON'T nag employes. If one of them needs a reprimand, administer it in the proper way and have done with it. If it is a first offense point out the error in a friendly way and explain the matter. This will not humiliate the offender unnecessarily and will probably have the desired effect. Nagging, on the other hand, will rattle the employe and more mistakes will follow. There is a great art in training employes and the only way to get results is to treat them with a reasonable amount of consideration.

"On Approval"

RETAILERS in Columbus, Ohio, have banded together with the purpose of restricting and limiting the return of merchandise taken out or sent out on approval. A campaign of education has been started which uses large newspaper space in the local papers and the whole appeal is to the fairmindedness of the public, calling attention to the losses sustained by merchants delivering and calling for goods sent on approval and in missing sales by having the articles out in the homes of their customers instead of in stock. About twenty of the most prominent stores in Columbus are represented in this campaign.

"Buy what you want, keep what you buy," is the slogan of the entire campaign. It has been reported by some shoe men that it is not infrequent for some of their customers to take anywhere from two to six pairs of shoes home at a time and at some later date, usually anywhere from three days to two weeks, have every pair returned with some sort of an excuse for not having been kept.

The same plan has been adopted by the retailers of many other cities and in time will probably become a universal custom.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF

New Summer Millinery Has Its Showing Today—A great many nice things have been said about this Down Stairs Millinery Store, and we surely expect to earn some good opinions today when people see what good and tasteful hats it can bring out at very low prices. There are Milan hemps, leghorns, liserets, and hair combined with maline and velvet. Trimmings are mostly the sort you would expect on Summer Millinery. Flowers of all kinds and an especially fine showing of the new field flowers that are just launching upon a vogue that promises to be notable. Prices start at $5.

New White Millinery, Some With Color Touches—Just in for today's selling are some fresh, fairy-like Summer hats for women. Some of them are all-white, some black-and-white and some are trimmed with colored flowers, but in all cases the color is merely a livening touch to a general white effect. Some of these hats are straw, many of them faced with white satin or crepe and a few are all satin. Prices $5 and $6.

Trimmed Black Hats at $5.00—We bought from one of our manufacturers a lot of Untrimmed Black Hemp Hats, at a considerable concession from usual prices, thereby enabling us to offer exceptionally good-looking Trimmed Hats at $5. The Hats are in the fashionable Sailor shapes, trimmed with rosettes, wings, ornaments, flat applique effects, etc.; some have crepe facings or upper-brims of crepe Georgette. Chiefly in black-and-white effects. Very attractive at $5.00.

$5, $6 *and* $8 *Trimmed Hats in a Spring Clearance,* $3.95—About one hundred and fifty Trimmed Hats reduced to make room for incoming Summer Millinery. Many of these Hats have been trimmed within the last few weeks; others represent the remaining shapes and trimmings bought during the season at special prices and worked up now for immediate disposal. Practically every kind and style of Hat shown in our $5.00, $6.00 and $8.00 line in the latter part of the Spring season, included in this collection—$3.95.

White Hats for Early Summer Days—Small hats and large; little tricorns with moire pleatings; little turbans with muslin flowers; big black velvet tams with white brims; and two or three bright posies; big white hemps with black velvet brims. And some of the loveliest are the big floppy garden hats; usually of leghorn. They are all fresh from the milliners' hands and ready to take their part in the Summer procession. Prices are very small, indeed, there being nothing above $10.

White Millinery—How cool and summery and altogether charming!. They fairly speak of sandy beaches and velvety lawns and country club porches, these beautiful white hats that have just come into the Millinery Salons. There are all shapes, but best liked are the graceful wide brims of soft hemps and the tailored sailors. While the hats themselves are white, they are often faced with colored ribbons or trimmed with ribbons, flowers, birds and other ornaments in gay colors. Prices $3.75 to $9.50.

New Trimmed Hats, Special at $5.00—The loveliest Hats, at the price, that we have ever seen. The shapes are such as we use regularly in our $6.00 to $10.00 Millinery, and every one has been freshly trimmed in our own workrooms, which is about the best recommendation any Hats could have. You will find bright summery flower-trimmed Hats; Hats of hair lace; Hats trimmed with wings in the striking new effects so characteristic of this season; also the new flat appliqued trimmings will be used, and some of the Hats will have velvet brims and crowns. Don't miss these—they are beauties; the Hats shown by the illustrations are from this collection.

1,000 *Middy Blouses,* $1.00 *to* $1.25 *Value,* 75c—For today we have one thousand Girls' and Misses' Middy Blouses—a fortunate special purchase just at the time when every girl wants one or more—to be sold at 75c each. The collection includes about twenty different styles (belted and regular styles, made long and short sleeves); made of white drill of excellent quality, some with white collar, some with colored collar. Sizes for girls of 6 to 20 years. *Better see them today*—75c *each.*

The Woman of Fashion and Her Inseparable Sports Coat—When you see the well-gowned woman this Summer you see her picturesque sports coat as well. It is the bright spot of color on tennis court, golf links and at all the country clubs; and it has a most decided practical side in affording just the right amount of warmth. There are many, many kinds and they are beautiful things to choose from; $13.50 to $27.50.

Take a Peep at the New Frilled Waists—They are charming. Fine batistes and soft voiles, some with the finest of baby tucks; some with dainty lace edgings, some with little touches here and there—a few dots or eyelets—of hand-embroidery. Many have a gay bit of color in the trimming. And the collars and cuffs are all so new and exquisitely dainty. Prices $1.00 to $11.50.

Fine Days for Women Who Are Looking for Coats—So many of the attractive Spring weight coats have now been reduced that the chances are all in favor of a woman's finding exactly what she wants and at a goodly saving in price. They are now $10 to $35. Newest among the reductions are navy blue and black serges and gabardines; handsome velour checks with colored linings and trimmings, pretty worsted checks, and tweeds and homespuns, running to the gray and brown tones and especially nice for traveling.

Tub Skirts That Hang and Fit Properly—Because they are Pre-Shrunk—no more askew and awry wash skirts. Honeycombed materials, cotton gabardines, piques and fancy welts. Nearly all have pockets and buttons are largely in evidence. Plain colors and stripes—the later are very fashionable. Broad or narrow stripes in bold bright colors—in gabardines and silverblooms. $1.00, $1.45, $2.45, $2.95, $3.50 and $5.00.

Charming Mid-Summer Dresses—Voiles, Organdies—White is the predominate color. Nets, laces, voiles and organdies, in styles bewitching and fairly irresistible. A voile dress in white is touched in stripes. An organdy frock has a Colonial bodice—marvelously effective. Fullness, ruffles, laces and flounces. $10, $12.50, $15, $25, $35 and $39.75.

Wonderfully Effective Sports' Clothes—Come now the most adorable of sports suits. Superb silks—Bengalines and Jerseys—in styles that everyone says are the prettiest in town. We believe it, not solely because they are ours and that we wish to sell them, but because the makers who supply us are the best in the land, the "great ones" of the suit world, famed for their fashions, noted for their creative and artistic ability. And the variety is enriched almost daily by fresh arrivals. $25, $35 to $55.

Young Women's Afternoon Frocks Have Taken New Prices—Choose and choose to your heart's delight from group after group of pretty little silk frocks. There are soft shimmering taffetas made with just the suggestion of a tailored style; lovely crepes meteor and crepes de chine; sheer crepe effectively trimmed with silk bands; and there are even striped taffetas and striped pongees. And you will see a number of Russian blouse frocks and others with the new pointed or round capes. All sizes from 14 to 20 in the entire collection, but not in each style; and prices are now as little as $7.50, $10, $12.50 and $15.

New Lingerie Blouses, $1—Pretty models of white lawn with yokes of plaiting, lace insertion and organdie embroidery, high back collar with lace and tucks. Tailored Blouses of satin and cord striped White Voile, yoke outlined with cross-tucking, hemstitching, collar with Venise edge. Voiles with vestee front outlined with tucks and wide Val. lace, high convertible collar. A variety in tub silks (half silk), some with lace edged organdie collar and cuffs, some tailored and with tabs and buttons. A special purchase of fine Blouses, a maker's clean up. Many are handsomely trimmed with laces, some with fine embroideries, some are trimmed in color. A number of pretty frill Blouses are included. Some good Blouses in popular candy stripes, some in color. Sailor and convertible collar, new cuffs.

One Black Silk Waist Is Almost a Necessity—Nearly every woman slips one into her summer wardrobe, in anticipation of a rainy day or, perhaps, a tardy laundry—and for traveling a Black Silk Waist is ideal. Excellent models here, chiefly in tailored effects, of crepe de chine, $3.85; soft taffeta, $4.25; crepe de chine, taffeta and combinations of taffeta-and-crepe Georgette, $5.00 to $8.75. Lovely Dress Blouses of crepes, nets, chiffons and laces—many novelty effects—$5.75 to $14.50.

Be Sure to See These Suits at $25.00—If you are at all interested in Suits at this price, you owe it to yourself to

see these. There are smart, plain-tailored Suits, so simple and conservative they fit into any place or season; Suits with braid bindings that are exceedingly smart; flared and plaited models or various kinds and good practical belted styles, including Norfolk effects. Serges, gabardines, poplins, in black, navy and Belgian blues, tan and rookie. Smart checks in black-and-white and colors. Mohair Suits with shadow stripes (*one sketched*) in black, navy blue and gray; made up without lining—ideal for summer—$25.00.

One Hundred and Fifty Brand-New Women's $20 *Coats at* $15—We purchased from a high-class manufacturer this special lot of Women's Coats, and offer them at a substantial saving in price. They are made in a practical style which permits of their being worn through the spring and during the summer for vacation trips and outings. Made of whipcord and satin-finish gabardine, in black and navy blue; collar and cuffs of silk, with side belts, and lined throughout—$15.00.

The Sale of Silks at $1.29 *Yard*—Just look! The display is splendid, to say the least, and beautiful. Perhaps it is needless to tell you that we do not buy these things blindfolded. The fact that every silk you see at Kerr's is in the very pink of fashion would not be had we muddled through the selecting. Our silk service inculcates style insurance and assurance; that is to say, the weaves, colors and patterns are correct, and in coming here you avoid the occasion of error in picking your new dresses. Besides, they are reduced!

Plain-Color and Fancy Taffeta—Taffetas remain the leading Silks, and give every indication of retaining their popularity well into the summer. The new Taffetas are soft and supple, yet possess sufficient body to lend themselves to the fashionable draperies of the day. Plain-color and black are here in abundance, also the stripes and checks so highly favored this season. The color-combinations are almost without end, each style in stripe or check effect being herein the leading shades, as well as black-and-white. The stripes range from the hair-line to the very wide; the checks from the small and almost invisible to the large block. Variety unrivaled. Prices $1.00 to $3.50 a yard.

Flowered Hair Ribbon Special at 25c—Or it may be used for sashes, girdles or millinery because it is five inches wide, and extremely pretty. It is flower-printed with satin edges and one style has also a satin stripe through the center. In all the delicate pale tints, also white.

Women's 85c *to* $2 *Silk Hosiery,* 65c *to* $1.35—Silk stockings this summer will be worn in shades to match the delicate colors of modern shoes. They will also be popular in plain colors, and black and white will, of course, remain staples. This sale offers excellent opportunity to buy dependable Hosiery at good savings. It includes almost every desirable color and style.

A New Street Pump for Women—Women who do not like a curved Louis heel for street wear, and who yet want a more dressy foot-covering than the oxford tie, will like a new street pump we have just had made. It is a dull black or tan calf, almost as soft and light-weight as kid, with plain vamp, perforated top, Cuban heel and welted sole—very good looking, light, soft and comfortable on the foot.

Only the Best Clothes Are Good Enough for the Boy—For nobody can put the quality of a suit to a test like a real healthy, active boy. That is why we are so careful in choosing the fabrics for our boys' suits and that is why we are so particular about the way they are tailored and finished. We are now showing a very fine asosrtment of Norfolk suits in the coolest Summer fabrics—wool crashes, blue serges, fancy mixed Summer suitings and cool worsteds in a great choice of colors and patterns, all as cool, as good looking and as reliable as ever suits were for the prices, $9.50 to $18; sizes, 8 to 18 years.

Men Are Showing Great Favor to Panama Hats—We call their attention to some natural Panama hats that come to us just as they are worn in their South American home. They are creamy in color and hold their natural lines that cannot be imitated. One section of Peru produces this particular kind in a very limited way, and of this small production Wanamaker's is the only store in Philadelphia to get any. Choosing is best right now.

Men's Summer Fashions are Developing Rapidly and new neckties, new shirts, new Summer furnishings of every kind are being received daily in the Men's Store at Market Street. Of particular interest are the new silk shirts, some of which in very good quality as low as $3.50. They are made of striped Japanese habutai.

Sennit Straw Hats, Special—$1.25—These were bought last winter from a prominent manufacturer who was anxious to get his force started early. Needless to say, his price for these Hats was considerably less than he would accept during the regular season. They are sewed with the "concealed stitch," are nicely finuished, and include several brand-new styles.

Men's Fine Summer Shirts at 85c—Plain negligee with starched and soft cuffs, as you like. Materials are mercerized cotton and madras of a high grade, and designs are stripes in combinations seldom seen in shirts at this price. As a matter of fact, there is nothing about these shirts to indicate that they are anything like so low priced. Summer neckties in beautiful variety. Fine patterns and sturdy silks, 25c and 50c.

200 *Suits for Men, Special,* $17.50. *Models and Fabrics for Men and Young Men*—Suits which will satisfy the requirements of those who ordinarily pay much higher prices for their clothes. In the lot are conservative, semi-English and Norfolk models, the last named worthy of especial attention this year since they have a greater preference among well-dressed men than for years past. Fabrics include many very handsome worsteds and other fabrics of distinctive pattern. Sizes for short and stout or tall and slim men as well as those of usual proportions. Especially good variety of Suits for young men.

New Lot of Men's Blue Serge Suits at $15, *With Extra Pair of Trousers*—Final shipment of a large special purchase that caused comment. There are 250 suits in this new lot, and we wish we had a thousand more. Blue serge suits of this fine quality would be splendid value at $15 with one pair of trousers. With two pair they are nothing short of wonderful, for as every man knows, two pair of trousers mean practically two suits.

More Men's Extra-Trouser Suits of Blue Serge at $15—Another shipment of a purchase we made some time ago, when it was possible to get such good clothing for such a low price. It can't be done now. These suits are all fine in fashion, and well made of a good grade of blue serge. They would be sound value at $15 if they had only one pair of trusers. Having two pair, they are remarkable. As any man knows, a suit with two pair of trousers is almost as good as two suits, for it is the trousers that wear out first. And in blue serge such extra trousers are especially valuable, for it is often difficult, if you try to buy an extra pair later, to match the coat and vest perfectly. Also, there is one thing about blue serge; it is always correct for any but the most formal dress wear. Price, $15, including extra pair of trousers.

200 *Suits for Men, Special,* $17.50. *Models and Fabrics for Men and Young Men*—Suits which will satisfy the requirements of those who ordinarily pay much higher prices for their clothes. In the lot are conservative, semi-English and Norfolk models, the last-named worthly of especial attention this year since they have a greater preference among well-dressed men than for years past. Fabrics include many very handsome worsteds and other fabrics of distinctive pattern. Sizes for short and stout or tall and slim men as well as those of usual proportions. Especially good variety of Suits for young men.

Men's New Artificial Silk Shirts at $2.50—"Artificial silk," a superior mercerized fiber, is a very highly durable fabric, that, unlike mercerized cotton, will stand any amount of washing without losing its luster. It still retains the fine appearance of silk. These shirts are very carefully made of selected fabric over the large Wanamaker measurements and are in most tasteful striped patterns. They are very soft and very cool, and have soft turn-back cuffs. We have seen others somewhat like them in other stores, but none at a price anywhere near so low. $2.50 each.

240 *Boys' Two-Trouser Suits,* $5.50—We are fortunate in having secured 240 Suits quite as desirable in fabric, making and model as any ordinarily offered at considerably more than $5.50 yet which we can sell for that sum. It is quite improbable that we can repeat the offering later and we suggest that as many Loeser patrons as possible share in it now. They are popular "pinch-back" Norfolk models—new and very much in demand. The tailoring is of the usual high Loeser standard; the fabrics are both handsome and durable; four different patterns are included. Every Suit has the Loeser label, which is the strongest possible assurance of satisfaction to those who know the methods of the Boys' Store. Sizes 7 to 17 years.

New Taffeta Silks—Distinguished by a greater degree of softness and a higher lustre than in former seasons. There are striking novelties for the ultra-fashionable, as well as styles which will commend themselves to the more conservative taste—wide Pekin stripes, in contrasting colors; self-colored plaids and stripes; checks, within blocks; satin stripes on light- or dark-color taffeta background—all in the newest color-effects. White-and-black effects are good, and many pronounced novelties are here. Taffeta silks range from $1.50 to $3.00.

Drapery Remnants—Many at Half—Sale Tomorrow on Main Floor Table—Disposal of thousands of remnants accumulated during many weeks of selling in our upholstery department. None are reduced less than a fifth and a very large proportion are half the former prices. Included are white, ecru and ivory marquisettes and scrims; printed scrims and marquisettes in various pretty patterns; white, ecru and colored madras; plain and figured sunfast fabrics; plain and figured filet and fancy curtain nets. Also silks, sateens, silkolines and cretonnes in a wide variety of patterns and colors.

An Important Offering of Reversible Velour Portieres will take place on the Fourth Floor, Monday and Tuesday. These portieres are 8 feet in length, finished with French open edge, and made of excellent-quality velour in the wanted colors (among which are blue, brown, fawn, etc.) and color combinations. They will be marked at the extraordinarily low price of $15.00 per pair. The scarcity of dyes for the coming season invests this sale with unprecedented interest.

Lovely Spring Silks Are Here—Entirely different from any- and colored grounds with tiny rings, dots or figures and a great many of the popular white-and-black effects, 50c to $1

Boys' Norfolk Suits, $6.50, Worth to $10 Regularly—Clearances are now in order in the Boys' Store, and tomorrow therefore brings some values which are most exceptional. The suits at $6.50 have an extra pair of trousers in many cases and are such as we regularly offer at prices up to $10. All are well made of good fabrics and in desirable patterns.

Clearance of Drapery Remnants; Reduction of a Fifth to Half—Thousands of yards of fine drapery fabrics tomorrow enter a clearance of greater importance in size, variety and values than any similar event we recall at this time of the year. Good values and large stocks brought us a remarkably large business in draperies this season and the clearance is designed to close out the short ends remaining. Many of the pieces are full curtain length—others are shorter. Patterns include the finest we show this season, and you will find an unusually large proportion at half. Some of the fabrics of which important collections are shown: White, ecru and ivory marquisettes and scrims, either plain or figured; printed scrims and marquisettes in various pretty patterns; white, ecru and colored madras; plain and figured sunfast fabrics; plain and figured filet and fancy curtain nets, in white, cream and ecru. Also silks, burlaps, denims, sateens, silkalines and cretonnes in all sorts of patterns and colors.

"Large Body" Shirts for Men, Price 59c—These shirts sold exclusively in the Loeser Store are constantly broadening their wide circle of wearers. In many ways Loeser "large body" shirts equal shirts which are sold outside of here at almost double the price. They are of standard quality percales in light grounds with black and colored stripings, in various groupings, with starched or soft cuffs attached. Sizes 13½ to 18. The body measurements are of our own dictation, and to our knowledge, there are no shirts like them in the country which sell for so little as 59c each.

New Colonial Bedspreads That Really Look Colonial—Everything about them is thoroughly in keeping, from the material itself—which is a cream-colored muslin, embroidered in heavy white cotton with tinted flowers—down to the hemstitching and simple knotted edge. And you may have everything to match in this pretty new set—single or double bedspreads, bolster shams, pillow cases, scarfs and table covers. Even the dainty nightgown case and corset bag. Prices are very inexpensive, 50c for a nightgown case up to $4.50 for a double bedspread.

A Fine Show of Fitted Luggage for Women. "It makes me want to take a trip, just to look at these things," said a woman. And it is truly a beautiful collection of high-grade fitted bags and cases. There is everything in it that a woman would need, and considering the fine quality of the merchandise, prices are moderate. At $14 you can get an over-night case with eleven white celluloid fittings. From there you go by easy stages up to two of the most superb pieces of fitted luggage you would want to see. One is a bag of the new "panther grain" seal, with tortoise shell finish celluloid fittings, at $65. The other is a motor case, with sterling silver fittings, in a new shape, at $85.

A Short Essay on Preparedness—and Awnings. Some homekeepers seem always to get things done well. That is usually because they look ahead. They know that measurements cannot be carefully made good materials cut and supplied, and a certain amount of mechanical work properly done "in a jiffy." Awnings "put up in a jiffy" are apt to be blown down "in a jiffy." In this store we would rather do no work than do the kind the wind blows down. To have yours put up properly, to feel certain of having them up when you want them up, all you have to do is to give us notice *well in advance* —NOW. Post cards and telephone calls receive immediate attention.

Your Store. To some extent Loeser's has the aspect of a public utility. That was the conception of its founders. It is the conception today. To us a public utility is an enterprise in which all have an interest—an activity which makes for your comfort according to the merits or demerits of its service. We try constantly to devise means to better Loeser service. But often good suggestions bearing upon some question come from Loeser patrons and we welcome and adopt them whenever it is practicable to do so. If you know of some feature of Loeser service which may be bettered, or which is not to your liking, tell us freely about it. This is YOUR store.

Another Remarkable Sale—$7.50 Cowhide Oxford Bags, $5. —Remarkable because the demand for genuine cowhide (and these bags are genuine) for military uses has forced the price up enormously; because the imported frames found in the most desirable bags (such as these) are no longer to be had in any considerable quantity, and because the war orders placed with leather factories in this district are so great as to almost prohibit work on traveling bags. Fortunately we have secured a fresh supply of these bags. Last week we sold several hundred, and the present quantity will not last long. Your choice of 14, 16 or 18 inch.

Unusual Handbags for One Dollar.—A surprise awaits every woman who comes today to see these pretty handbags, for surely a dollar never bought such exceptional ones. The collection is noteworthy for variety and smartness of styles, as well as good material and workmanship.

Keeping On.—Actions speak louder than words. Allow our actions to speak for us, not our advertisements, although we must tell you of our activities. No longer is advertising exclusively a means to the private-gain-end. The goings-on at Kerr's make *news* just as many other happenings in the city make news. Frankly, would not your morning coffee and rolls lose some of their flavor if these three or four Kerr columns were not in The Oklahoman? We are "keeping on"—we are trying every day to place our shop nearer and dearer in your hearts, to show you in as many ways and as often as we can, that it stands for something more than buying and selling, that it is "living up" to the highest principles of man-to-man dealing, *that here, in this dry goods shop, we have been given an instrument to help us in the achievement of our salvation!*

Semi-Annual Sale of Saks Suits for Men.—Reduced from $40, $38, $35, $30, $28, now $23. The advertising man of a prominent store said the other day: *"If there is a clothing establishment in this city whose clothing sales really mean something, it is Saks! They are the only sales of clothes that I pay any attention to."* We thank the gentleman for that expression of opinion. He is right. A clothing sale at Saks' really means something. It is not a common every-day occurrence, but a semi-annual event, and for that reason we are able to make the reductions substantial in the extreme. Every solitary garment in this important sale today sold formerly at one of the former figures named. And more were at the higher figures than at the lower! In addition to which, the models and fabrics are a revelation of variety, obviously thinned out a little by now, but still good, still representative, still diversified enough to insure your finding the suit you want. *A small charge for alterations.*

PRESIDENT, A. J. EDGELL, 29 W. 39th Street, New York.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT
E. D. PIERCE
Rochester, N. Y.

2d VICE-PRESIDENT
L. A. ROGERS
Detroit, Mich.

3d VICE-PRESIDENT
HARRY HOILE
Birmingham, Ala.

TREASURER
ED. O'MALLEY
Kankakee, Ill.

International Association of Display Men

CHM. PROGRAM COMMITTEE
GEO. H. LAMBERTON :: Chicago

CHM. EXECUTIVE COMMITTEE
B. J. MILLWARD
St. Paul, Minn.

CHM. MEMBERSHIP COMMITTEE
J. E. HANCOCK
Charleston, W. Va.

CHM. PUBLICITY COMMITTEE
D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE
A. E. HURST
New York

The Nineteenth Annual Convention
of the
International Association *of* Display Men

Auditorium Hotel, Chicago
August 7-8-9 and 10

Chicago is waiting to welcome the display men of America.

The program has been prepared.

The entertainment features are arranged for.

This will be the strongest educational and the most enjoyable meeting ever held by display men.

Every display man who attends the Chicago convention can look upon it as the most memorable business vacation in his experience.

Special arrangements have been made for the entertainment of the ladies—bring your wife.

Chicago is ready to welcome you and will do her part—Come.

The Program Committee.

The Program

MOST of the plans for the big convention of the I. A. D. M. have been completed. The program committee has been busy for the past six months and it can now be asserted with perfect confidence that this will be the greatest meeting that has ever been held by the display men of America. From the opening of the meeting on the morning of next August 7, until the close, on August 10, there will be a continuous program combining educational and entertainment features such as has never before been presented at any former convention. This is a good deal to say, for there have been good conventions in the past. Since the year 1912 every meeting has been a good one; the meeting last year in New York was particularly interesting, but the past year has added so much to the prestige of the organization that the coming meeting will naturally assume a far greater attendance than ever before and a better program, due to the hundreds of new members who have been enrolled.

All of those who will attend the meeting are to be congratulated upon the excellence of the program that has been prepared for them. The members of the committee have used rare good judgment in arranging a schedule of practical demonstrations that will be found of the greatest value to everyone who attends. With a majority of the cleverest display men in the world to choose from, there have been selected only those who have something really new to offer. The demonstrators, and there will be many of them having national reputations, will show in detail and fully explain how all kinds of merchandise is displayed in the windows of the best stores in the country.

A record-breaking attendance is already assured. From the letters that have been received by the various officers of the association, it may be safely asserted that there will be more than one thousand of the leading display men of the United States and Canada present. These will represent four-fifths of the really progressive stores from the north of Canada to the Gulf of Mexico and from the Atlantic to the Pacific.

Many of the local associations will attend in a body. Some of them will make the trip in special cars. There will be present many who in years gone by have not attended conventions. Many of the "big men" who have heretofore been doubtful of the association have been convinced that it is a much greater influence for uplift than they once believed it to be, and they will henceforth give the organization their ardent support. The last three or four annual meetings have demonstrated that the International Association of Display Men is the greatest factor in advancing the prestige of the display man and the practical good that has been accomplished through the organization has been attested to so enthusiastically that there can remain no doubt as to the benefits to be derived from affiliation and co-operation.

This enlightenment applies not only to display men, but to the merchants who employ them. Owners of stores have learned that it pays to send their display men to these meetings. They have found out that the practical demonstrations have an actual cash value in the added "pep" that shows in the work of a display man who has had the opportunity of swapping ideas with the best men in the business. In fact, there are many merchants who not only send their display men to the conventions, but who also attend the meetings themselves.

In past years there has been some disappointment, owing to the fact that some of those announced on the program have later found it impossible to appear, and for this reason the committee has determined to announce only those features that are altogether certain. For this reason it is impossible to give the program complete in this issue. However, there appears in another column a list of the "guaranteed" demonstrators who will positively take part, and the names are such as should determine every live display man to attend this meeting. Every man whose name appears is an expert in the particular line he has been chosen to present. Each one has something of real value to present to the meeting.

Aside from the educational features there have been arranged a series of entertainments that will assure every visitor a very busy and a very enjoyable time as well as a very profitable one. The summer attractions of Chicago are too well known to waste space in exploiting them—it is enough to say that all the resources of this wonderful city will be drawn upon to make the display men and their ladies enjoy themselves to the utmost during the four days of the convention.

The exposition made at this convention by manufacturers and dealers in display men's and cardwriters' supplies of every description will surpass anything that has ever been seen in this line. There will be more exhibits than at any previous meeting, and every manufacturer has been preparing for months to present their latest and best products. It is only at this annual meeting that the merchant or display man has an opportunity to inspect and compare side by side the products of the various manufacturers. In every store in the country there will be made some purchases of fixtures or other supplies for the fall season, and it is easily worth a trip to Chicago to be able to make the selection of needed equipment under the favorable circumstances that will prevail at the Chicago convention.

The official headquarters will be the Auditorium

Hotel, where a special low rate has been arranged for. This hotel is known all over the world for its convenience and excellent service. It is on the lake front, which assures the greatest possible comfort, regardless of the height to which the mercury may climb.

Following is the program as it has been arranged at this writing. All of those whose names appear may be depended upon to be present. There are several other features that are now under consideration of the program committee. These will be announced in the July issue. The demonstrating platform will be an actual window setting from one of the big State street stores. This setting is a masterpiece and was designed by Mr. D. W. Moyer for Chas. A. Stevens & Bros. for their formal opening. It is a remarkable attractive setting which Mr. Moyer, through the courtesy of his firm, has contributed as an evidence of appreciation of the wonderful work that is being accomplished by the association. Here are the names and subjects of some of the demonstrators:

The Men on the Program

E. J. Berg, display manager for Burgess-Nash Company, Omaha. Mr. Berg is a veteran whose experience has been accumulated through years with some of the best stores in America. He will demonstrate the handling of accessories in connection with ready-to-wear and fabric displays. This is a subject of the greatest importance and one in which many errors are made. Mr. Berg will show just what accessories should be used and how to use them. Incidentally, he will show how *not* to do it.

A. A. Hansen is the display manager for Werner & Werner of St. Louis, one of the biggest men's wear stores in the country. The fact that he holds this position is sufficient evidence that he knows all there is to know about handling all sorts of men's wear. He will tell the convention how he gets results and will show a number of original ideas that will be well worth while.

Carl W. Ahlroth is the display manager for the Union Clothing Company of Columbus, O. Through the sheer excellence of his work during the past few years he has attained a national reputation. His work has had as much publicity probably as that of any one display man, and the prizes he has won are too many to enumerate. Mr. Ahlroth will demonstrate the use of velours in the window. Almost every display man uses velour frequently, and there are many ways in which the fabric can be handled. Mr. Ahlroth has a number of new ideas that will be found of practical value to every display man.

Wm. H. Hinks, with John W. Thomas & Co. of Minneapolis, is too well known to need much of an introduction. For a good many years he has been handling the highest class of merchandise in his windows and has been wonderfully successful in showing fabrics in a way that appeals to the buying public. Mr. Hinks is particularly expert at draping all sorts of fabrics. He gets results with remarkably little effort and has promised to take the convention into his confidence and show, not how difficult, but how simple and easy it is to drape goods attractively over a form.

Bert Cultus, display manager for Rhodes Brothers in Tacoma, Wash., may be classed as an inventor. He is always working out some new and better way of saving time, money and work in the show window. He is going to show the convention a new convertible background that any display man can make at a small expense and which will enable him to use velours, cretonnes or any other fabric for background panels without cutting or otherwise damaging the goods. This is something so practical and of such value that every display man will wonder why he never thought of it before. Mr. Cultus will have a complete, full-size background to demonstrate with.

W. L. McCurry, who is display manager for Jos. D. Back & Bro. of Little Rock, Ark., admits that he had very little ability to draw or make pictures, and most display men will readily make the same admission. Nevertheless, Mr. McCurry found a simple and easy process by which he can draw and paint pictures for backgrounds and show cards as well as most artists. He will show on the platform how, with the help of an inexpensive post-card projector, he can reproduce accurately any drawing or picture in any required size. It has a pantagraph beat a mile.

J. D. Williams has charge of the windows of that remarkable men's wear store of Burkhardt Brothers Company of Cincinnati. He also has found other ways to make himself more valuable to his employers in the advertising department. Mr. Williams will explain the ins and outs of displaying men's wear. Everyone who is interested in this line may be sure of getting some new ideas from Mr. Williams that will be well worth while trying out in the windows.

D. Byrd Coleman is with the Titche-Goettinger Co. of Dallas, Tex., and for several years he has been putting drapes in his windows that have been copied by fashionable dressmakers throughout that big state. Incidentally, these drapes have sold an immense quantity of dress goods of all sorts. He will show the convention just how he does this work, which is wonderfully simple when you once know how. He will demonstrate drapes for the afternoon and evening gowns and, what is far more difficult to the average display man, how to drape embroideries as they should be draped.

Sam Friedman is a mighty good all-round window

NOW IS THE TIME
To Take That Vacation Course at the KOESTER SCHOOL

One of the World's Foremost Furniture Display Men is a KOESTER GRADUATE



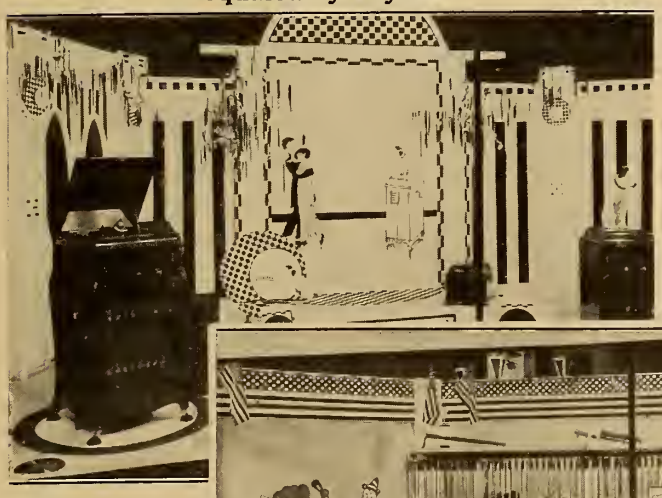
Mr. J. Walter Johnson, with the Ira F. Powers Furniture Co. of Portland, Oregon, is only one of thousands of Koester Graduates who have been more than usually successful in their work. The Koester Courses offer you the same opportunity.

Here are extracts from his letter written to the school

I am glad to say I am one of the Koester Men who have "Made Good." My windows bring in the business and Mr. Powers, after making a trip arouud the world told me that he saw no furniture displays like mine. He found nothing he liked any better. The Circus Window made a big hit and was sold to a store in Seattle and used by them afterwards.

Good luck to you all. *Signed,* *J. WALTER JOHNSON*

Here are examples of two displays that are seldom equaled by anyone



This display of Victrolas sold an unprecedented amount of machines. Notice the show card.



The Ira F. Powers Furniture Co.
Portland, Oregon



This display of Tiger Springs is conceded to be one of the best displays of bed springs ever made. All the work was done by Mr. Johnson.

You have planned for years to spend a Vacation in Chicago and at the Koester School. Make this the year. Don't wait. Each year that you let go by means lost opportunity.

This year more than any year is your opportunity because of the prosperous condition of the country.

Prepare yourself to take advantage of this condition. Be ready for the prosperous Fall and Holiday seasons.

Be one of the army of Koester Men that make good.

We can refer you to over 5000 successful graduates.

Write at once for chart of Vacation Short Courses, dates of Classes and our 1916 Year Book

The Koester School
215 S. Market St. CHICAGO

Use the Coupon

The Koester School
215 S. Market St.
Chicago

Please send me information on the following subjects:

- ☐ Window Display
- ☐ Correspondence Instructions
- ☐ Card Writing
- ☐ Card Writing Supplies
- ☐ Advertising
- ☐ Store Books

Yours truly,

Name

Town

State

man. He has appeared before at conventions and has always had something to say that was well worth listening to. This time he will talk about and demonstrate show cards in their relation to various kinds of displays. Being equally clever at display and card writing and having been a very careful observer, his demonstration will be one of the most interesting on the program. He is going to show us, not only the right way to do it, but also the wrong way and how to avoid the latter.

R. J. Fuellerman is display manager for T. A. Chapman & Co., one of those stores that caters to a high-class trade and in the windows of which everything has to be just right. Mr. Fuellerman has a knack of using wax figures better than they are generally used, and he knows how to take care of them so they will look as well after several years as they did when they came out of the box. He will demonstrate how to pose, dress and place wax figures and how to keep them in perfect condition.

John H. Hobelman was for years display manager for B. Nugent & Bro. Dry Goods Co. of St. Louis, but he found that he could systematize his work in this big store to such an extent that he could make himself valuable in other ways. Now he is advertising man for this important house and has supervision of the windows. He is a mighty good talker, for the reason that he always has something worth while to say and knows exceedingly well how to say it. Years ago he devised a system of charging window space to the departments that used the windows and this system has done more than anything else to awaken merchants to the real dollars and cents value of their windows and, incidentally, to the value of the work of the display man. Mr. Hobelman will have some things to say that you will be glad to go back home and tell the "boss" about.

Carl F. Meier, who is display man for Simon & Landauer of Davenport, Ia., has won the first prize for pen lettering for three or four years straight in the contests that have been held by this association. Once might have been an accident, but when a man does the same thing year after year, there must be some good reason for it. Mr. Meier is going to explain to the convention just what this reason is. In other words, he is going to show just how he makes his show cards—the tools he uses and how he uses them. Pen lettering is so important these days that no cardwriter can afford to miss a chance to pick up something new.

Paul H. Hinze, display manager for Dinnet & Nachbour of Joliet, Ill., is a live wire or he would not be holding down that position. He has had a lot of experience both in regular window work and as a free lance. Furthermore, he has no secrets about the game that he is not willing to tell the fraternity. He is going to make an interesting talk that will be worth listening to and worth remembering.

Otto F. Rempke is an old-timer. He started out in the window-trmming game even before the cheesecloth days. He has always been an enthusiast on organization for the display man and was one of the first presidents of this association. He has got out of display work and now has an advertising-service bureau in Lincoln, Neb., but he has never lost interest in the display man and his work. Mr. Rempke will tell some things interesting about the beginning of the association and will also bring out various bits of practical information for the man who sees the chance of doubling his value to his employer through adding the title of advertising manager to that of display manager.

W. B. Morris is one of the directors of the Western Knitting Co. of Minneapolis. His concern gets out a lot of display matter that most display men receive but which all do not make the best use of. He is going to explain how the display man can co-operate with the national advertiser in making the show window produce better results.

J. A. Mitchell, display manager for the Boston Store, Joliet, Ill., knows window display from A to Z. What is more, he knows how to tell about it in a way that would do credit to a college professor. He has a demonstration and talk that will be listened to and remembered. He has something to say to the old-timer and a lot more for the youngster who is just starting out.

*Jos. B. Mills i*s sales manager for the J. L. Hudson Co., Detroit. He has been sales manager or advertising manager for a number of the biggest houses in the country. He has always taken the greatest possible interest in window display and will tell how the display man and advertising man can work together to their mutual benefit and to that of their store.

In addition to the foregoing there will be a number of other men on the program whose talks or demonstrations will be equally interesting and to the point. It is impossible to announce their names at the present time, as the program committee wishes to be altogether certain that each man will appear as announced. The completed program will appear in the July issue. It may be asserted, however, that this will be an eminently practical program in that theory and general talks will have no place on it. Every number will be a practical one and most of them will be demonstrations of ideas that will be new to those who see them. Unusual care has been used by the committee to avoid wasting time on talks or demonstrations that are not original and worth while.

S S

SCALES or weighing machines are being installed in many stores for the convenience of customers. It is surprising how many persons will come into a store to weigh themselves, and this is quite an inexpensive attraction.



An Artistic Display Stand

It has a handsome top or cross piece made of hard wood in a Circassian finish. The standard is substantially made of metal and well mounted. Write for prices and particulars.

Palmenberg

New York

Have your name entered on our lists for the catalogues we are about to distribute among interested and interesting display men everywhere.

J. R. Palmenberg's Sons

ESTABLISHED 1852

The Palmenberg Building

63-65 West 36th treet, New York

Factory: 89 and 91 West 3rd Street, New York

30 Kingston Street, 110 Bedford Street } Boston

10 and 12 Hopkins Place Baltimore

Don't Miss the Convention

EVERY DISPLAY MAN who is really interested in his work and is anxious to advance himself in his chosen field of endeavor should go to the big Chicago convention.

Those of us who have been to previous conventions look forward with the keen anticipation to greeting the fellows from the coast—from Texas—from Canada, and from the other sections, the fellows who are doing the same kind of work that we are, but doing it hundreds of miles away. We like to gather in groups and discuss the problems that we all have; we like to exchange ideas with men who have ideas.

No man can go to a convention of the I. A. D. M. without feeling bigger and broader for having rubbed elbows with the splendid, clean-cut, ambitious young men who come to these meetings. It is natural to like to meet men who like the same things that we like, to meet men who understand us. If there were no other features, this getting in touch with kindred spirits would make the general convention well worth while.

But there are additional features. The exhibits of the manufacturers that gave each of us an insight into the newest equipment and accessories available are mighty valuable to the display man who wishes to keep posted on new ways to display his merchandise.

The saying, "One might as well be dead as out of style," goes in our line of work.

The educational program more than ever this year will be worth going a great distance to hear and see. The men who will take part are all practical men who have spent years in gaining the knowledge that they give away in demonstrations and lectures. No man can know too much about his line of work, and present-day competition crowds out the man who stands still. Scan through the trade journals for the names of men who are doing things in the display world and you'll find they're the men who go to the conventions and give and take—give their best ideas and take the best the other fellows have to give in exchange.

For the social side—"it's always fair weather when good fellows get together," and there is no better group of fellows under the sun than the display men who gather to mix business and pleasure in a safe, sane way.

If you have never been to a convention, go this year, and you'll get the habit. If you've been before, we'll surely have the pleasure of greeting you at the Big Doings in August.

A. J. EDGELL,
President, I. A. D. M.

NO LIVE DISPLAY MAN can afford to miss the big I. A. D. M. convention, to be held in Chicago, August 7, 8, 9 and 10. It is estimated that 2,000 live-wire display men from all parts of the country will be in attendance.

Bigger, Better Than Ever

THE men who have made window trimming history from o'er the land and 'cross the sea—who will make the I. A. D. M. convention in Chicago, August 7, 8, 9 and 10, bigger and better than ever.

Have you tried to fathom reasons,
When through all the changing seasons,
And with all the modern mazes you're beset,
That just a simple, mild suggestion
Often answers you your question?
Then be on hand for these are what you'll get.

WHY?

1. Why is a department store?
2. Why is a display man?
3. Why is the I. A. D. M.?
4. Why is a convention?
5. Why is our success?
6. Why is your success?
7. Why should we be enthusiastic.
8. Why are conventions annually?
9. Why is your presence necessary?
10. Why is theory?

BECAUSE!

1. It is a sectional shopping center for convenience.
2. He is the exhibitor of the finished organism of system.
3. In union there is strength and understandment.
4. It is the merging of units and thought and suggestion.
5. It is the favorable termination of unity.
6. It is the reward of your convictions.
7. It is the ecstacy of our ambition.
8. To be in keeping with modernization.
9. That you may help, and profit by the success of others.
10. It is the substructure of fact.

HARRY W. HOILE,
Third Vice-president.

To Members of the I. A. D. M.

TO START this message, I wish to state that, although you have not heard very much from the display men of the Northwest, you are going to hear a great deal from them at the coming convention at Chicago, August 7, 8, 9 and 10. We are trying very hard to get enough men to come to Chicago in a special car, and if that falls through, we are going to bring as many live wires as we possibly can.,

The last talk I had with Mr. English, he told me he would boost the convention all along his route, and, by the way, I wish to state if all fixture houses had live wires boosting for the I. A. D. M. it would not take long for our association to get the two thousand members we should have attend the convention this year.

I am going to Portland, Ore., next month to attend the rose show, and while I am there I will call on all the display men to try and get them to join our special. I am quite sure I will be able to get at least three men from Portland and at least three from Seattle and two or three from Tacoma, and if I cannot get three I will guarantee to make enough noise for the two absent ones.

The chief reason why every display man should attend this convention, if for no other, is that it is going to be one of the most practical conventions this association has ever had, and that is saying a great deal. When you pay your good money for a railroad ticket or someone else pays it, you want to get dollar for dollar for your investment, and the members of the program committee are going to give you more than that.

I want to add just one thing, and that is about the part I am going to play at the convention. I have completed and installed a new background in our show windows, which I claim to be the most practical of any I have ever seen, and I am sure after you have witnessed a demonstration of this new background, with its many novel features, you will all be convinced that your trip to the convention would have been doubly paid if you did not see anything else.

But not so; the program committee has so many other good things in store for you that instead of the convention only lasting four days, you will wish it would last six.

Now, fellow members, I have something very good to offer you in my demonstration of this new background with the removable panels that is very practical. No more cutting the goods to get the desired effects without damaging the merchandise—with this back you can always stand in with the boss and manager of any department from whom you get goods to make your different displays.

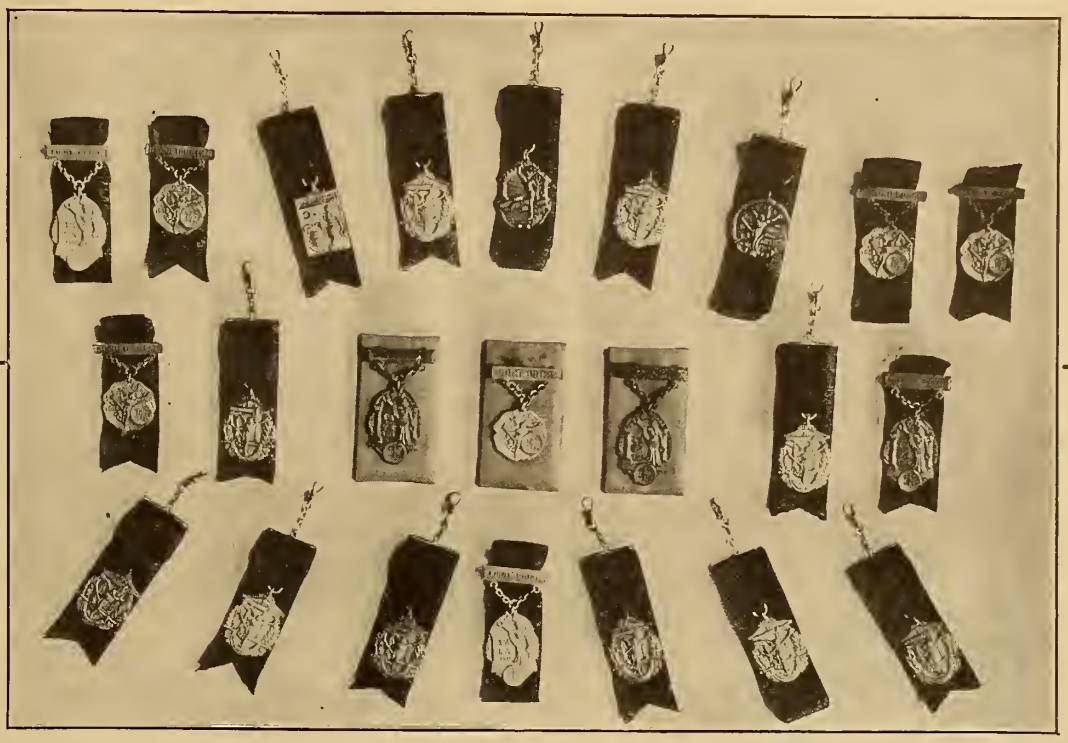
Trusting that you all will work hard for the coming convention and that I will be able to bring twenty men from the Northwest, I am,

Sincerely yours,
BERT CULTUS,
Executive Committee, Tacoma, Wash.

Tri-City Display Men

THE first excursion of the year of the Tri-City Display Men's Association was held May 12 on the steamer G. W. Hill. The affair was a big success financially and otherwise, and those who attended had an enjoyable time. The display men will hold another outing June 5 on the steamer St. Paul.

THE DISPLAY MAN who has no air brush is working under a serious handicap. This useful tool can be made to serve in so many ways that it will quickly pay for itself in actual results.



The Winner of These Awards
For Window Displays

J. M. W. YOST is now an
Instructor in the ECONOMIST TRAINING SCHOOL

During the past two years Mr. Yost has won more prizes for window displays than any man in the world. (A few of these are shown in the photograph.) For more than five years he has won prizes in every display contest of consequence.

Winning a prize in most display contests is no easy matter. When a display manager wins prizes year after year as Mr. Yost has it is striking evidence of his exceptional ability.

A Summer Course at the ECONOMIST TRAINING SCHOOL

under the instruction of acknowledged experts like Mr. Yost will be the beginning of a new career for many ambitious men. They will be prepared for the good openings that come in the Fall. There is today a greater demand for trained store managers, ad men, display men, show card writers and salesmanship instructors than can be supplied.

Decide today to spend your vacation in New York gaining the knowledge that will put you in the ranks of well paid trained men.

Send today for further information regarding classes now forming.

ECONOMIST TRAINING SCHOOL

Instruction Dept. of the Dry Goods Economist

Display Management ***Show Card Writing*** ***Sales Management*** ***Advertising***

239 West 39th Street **New York City**

International Preparedness

THE International Association is prepared to entertain the largest gathering of display advertising men the world has ever seen.

Nowhere in this wide world have window displays reached such a high zenith as in the United States. Nowhere do we find better displays than in the State street store of the central metropolis of the United States. With this in view, it makes Chicago the most logical place to hold the convention of the men interested in window displays and all interests connected with the development of this art.

The association was organized in Chicago. It has grown in Chicago, and more conventions of the association have been held in Chicago than any other city. Seven of the eighteen conventions were held here. Chicago knows how to entertain the men of our craft, and this year will be the best of all. With the grand success of the convention in New York last year, the committee in charge will not allow the nineteenth annual convention to fall behind. Members of the committee were present last year and will do their best to make the program the best we have ever had. They will endeavor to give more actual demonstrations than ever before. It seems that the eye is quicker than the ear to convey to the mind the things we want. The eye can catch at a glimpse what it would take volumes to explain. Thus an actual demonstration will be of far more interest than the lectures or essays or any written lessons on this art. With this in view, come to Chicago with the idea of seeing things worth your closest attention.

THE EXPOSITION

Not only are the demonstrations and lectures of interest to you, but the exposition as well will be worth going many miles to see. This is now one of the most interesting features of our convention. Manufacturers are preparing to show the new things in fixtures decoratives and materials for the use of the display men and cardwriters.

They are each year planning on bringing out some new features in their wares, and the annual exposition of the display men is now the place they spring their new things for the first time. Is there a better time or place? These expositions are as interesting to the manufacturers as they are to the display men. They are looking forward to this occasion with renewed interests. They know the progressive display men from all parts of the United States and Canada meet here, and nowhere else do they have the occasion or opportunity of presenting their lines to so many interested spectators as at the annual convention of the display men.

They are now looking forward to these annual meets with the hope of making new friends, introducing their wares, and advertising their newest creations. Do not forget the sales end of it. Come prepared to buy what you may need. This also affords you the greatest opportunity for buying what you may want. Here you can look over the different lines and select just what you want.

Do not fail to present this matter to your firm in this way. This opportunity is as important to the firm you are employed with as the sending of their buyers to the markets semi-annually. Many firms now recognize this fact and are already planning on sending their display man to the convention regularly. They know the value of these meetings in infusing new life, new enthusiasm, new vigor and new ideas into the minds of their display men.

Another of the greatest progressive moves the organization has ever made was the organizing of the branch associations in the different cities. An organization in every city is the goal, with all united under one "Grand" or parent organization for the common good of all.

The branch associations are organizing everywhere. Some have not yet affiliated with the International, but have expressed their intention of doing so. We are ready to receive them, and hope to have all united with us before we meet on August 7 next.

Since my last report, Binghamton, N. Y., has organized and affiliated with us. They come twenty-three strong. Edw. H. Lamprich, president; W. H. Stokes, vice-president; D. A. Swart, an old and tried member of the association, as secretary, and W. E. Roberts as treasurer. With these men to pilot them, we can look for a good, live bunch of these men at Chicago. Welcome to Binghamton.

Next comes Toledo, Ohio. What is the matter with Ohio? Cincinnati, Columbus, Springfield, Dayton and Toledo now in line. Why not Cleveland, Akron, Youngstown (we at one time had five members of the assoication in Youngstown) and Marietta, and several more good, live cities in this state should come in. The Toledo association is headed by Wm. H. Teal as president and J. H. Shields as secretary, with twenty-five members, and they hope to add several more. You may look for a big delegation of the Toledo boys at Chicago. We welcome Toledo to the association.

Next in line is from the far South. Shreveport, La., comes into the fold with twenty-one members. Not so bad? Well, I should say not! A city of less than 40,000 organizing an association of twenty-one live wires in the display advertising game is a record that ought to start some of our cities to an active interest in their chosen profession. Shreveport association sent us a beautiful "Wish Bone" last year at New York. This was opened too late for the majority of our members to see it, but the incoming president as well as the other officers appreciated this bit of well wishes. We are pleased to welcome the Shreveport association to our fold. J. A. Beck is president; vice-president, C. C. Styron; secretary, Joe Damm; treasurer, N. Greenfield. Mr. Greenfield writes me that Shreveport will be with us with bells on at Chicago.

We also have received encouraging news from Los Angeles, Cal., and San Francisco, Cal. Both cities have splendid associations, and will be represented at the convention this year by members of our association. We will welcome these two splendid associations. Niagara Falls has also organized. Buffalo and Niagara Falls will perhaps be the next in line. Danville, Ill., is also organizing an association and we have recently sent information and leaflets to a number of other cities from which we hope to get good reports.

ONLY TWO MORE MONTHS

Do not forget the date—August 7 to 10, Auditorium Hotel, Chicago. There is yet time to join. There is plenty of time to start a branch association in your city. Say, men, do not be backward about getting started. Do not wait for the other fellow to start it. Do it yourself. You will find a ready response everywhere.

Special Offer to Subscribers

Many of our new subscribers ask for a selection of copies from our files so they can have something on hand for immediate reference.

An Opportunity to Gather All the Useful Ideas

To supply this need and give every new reader of MERCHANTS RECORD and SHOW WINDOW an opportunity to gather all the useful ideas possible in the least time, we have selected from our stock files several hundred copies of MERCHANTS RECORD and SHOW WINDOW and made these up into sets of twelve. These sets are composed of **picked copies.** Every one of the twelve in each set has valuable information for the store decorator and advertising man. Each one is worth every cent of the published price, 25 cents.

While they last, we offer them to our subscribers at the remarkably low price of

One Dollar Per Set
Prepaid

Do not ask us for copies of any particular date or any particular subject at this price. Such orders will be filled at the regular 25 cents per copy rate. These Twelve for a Dollar Sets are assorted and are not broken.

Detach special coupon below and return today with a Dollar.

The MERCHANTS RECORD CO.
431 S. DEARBORN STREET, CHICAGO, ILL.

Mail to Address Below

One set of Twelve special picked copies of MERCHANTS RECORD and SHOW WINDOW for One Dollar enclosed.

Culver NEW YORK

Wax Figures Are Interchangeable

Full busts, full arms and forms can be used in any pose or combination desired.



Model No. 125

We *positively guarantee* that Culver Wax Figures can be washed with ordinary soap and water without the least injury to the soft, velvety skin finish.

Complete instructions will be mailed to every customer.

Manufactured by

IRWIN G. CULVER CO., Inc.
60 E. 8th St. New York City

This is to be the *best* convention we have ever held. If you have never attended a convention, *come to this one.* If you have attended any of the last four conventions, *you will be there.* But to the fellow who formerly attended a convention prior to 1912, we want to say to you, you have no conception of the change that has taken place. Take it from me. I have attended every convention since 1908, at Detroit. I think I know. I do know that you will be mightily surprised. The starting of the branch associations and the addition of the exposition are the making of the international association. It is no longer a plaything. It is now a business organization founded upon the spirit of co-operation. We want to help you. We want you to help us. Let us all work together for the good of the organization that has raised the "window trimmer" from the common lot of a porter to the recognized position of a department as important as any in the modern business institution.

If you are not yet a member, join us now. We want you. The cost is too small to be considered. Only $3 for membership in one of the best business-promoting organizations on the face of the earth, in the best country of God's domain. Be loyal to your God, patriotic to your country, and enthusiastic in your chosen profession. We call *you* to the colors. If you are interested in displaying merchandising, writing show cards or in any way interested in display advertising, *this is the organization* for you. Join now.

Will gladly forward you a blank application form and any particulars you wish. That is my business, so do not hesitate to write me. P. W. HUNSICKER,

The Secretary.

San Francisco Display Men

AT THE MEETING of Northern California Display Men's Association, May 2, at San Francisco, much important business was transacted and plans made for a banner gathering at the next meeting, committees being appointed to look after each detail. The entertainment committee includes Ed. Livingston, of Pauson's; Ed. Holden, of the Holden Window Service, and C. A. Luedeking, Bowman Drug Co., Oakland, Calif. The educational committee embraces E. Q. Wilson, Emporium, who will demonstrate on men's wear; M. F. Scott, with the H. C. Capwell Co., Oakland, on women's ready-to-wear, and G. Niederholzer, with the Nathan Dohrman Co., on crockery and home needs. The membership committee consists of P. W. Langman, of the McDonald Drug Co.; Ed. Holden, Wm. Egan and O. H. Stughberg.

Chicago Display Men

MAY 10 the State Street Window Display Men were entertained at luncheon by the Chicago Display and Fixture Manufacturers' Association at the Hotel Morrison. J. R. Armstrong, of the Association of Commerce, Chicago, gave a very interesting talk and was followed by J. E. Tannehill of Carson, Pirie, Scott & Co.; David Moyer, of Charles A. Stevens & Bros.; E. B. McCormick, of the Boston Store; Henry Seidenbecker, of Hillman's, and John D. Hayes, of the Lellewer Hat Stores. An important part of the meeting was taken up by the discussion of ways and means of entertaining and making more profitable the visit of the display men at the time of the coming convention of display men the first week in August, in Chicago.

All present were enthusiastic as to the coming convention and the Chicago boys suggested a number of new ideas that will help to make the meeting more interesting. They all expressed ready willingness to co-operate and volunteered any assistance that may lie within their power.

Display Men Give Dance

THE first dance given by the Display Men's Club of Baltimore was held May 3 at the Emerson Hotel roof garden in that city and a large attendance enjoyed the novelties provided.

The dance began with a grand march, led by Carl A. Kronitz, and favors were distributed. There were cabaret numbers after every second dance. After half of the program had been given the lights were extinguished, a large electric flag flashed up, and the national anthem was sung. Refreshments were served.

Those who arranged the dance were David Jones, president of the club; A. C. Barker, T. J. Mardaga, W. A. Chait, J. Glaser, G. A. Mangano, M. Berg, J. G. Wernig and Mr. Kronitz.

Get in Line

Do you realize the Chicago convention is close at hand? Line up your locals and make a good showing—there may be a band to meet you at the station so be prepared and make your plans *now.* Great preparations are being made and all indications point to the fact that this convention will surpass all others. Previous conventions have been very good but *Chicago* is coming back stronger than ever this year.

You know none of us can afford to miss this convention because we will obtain information that will do us a great deal of good and will put the ginger and pep in us that will last until the next convention.

Charleston Local is making plans to attend in a body and indications are the full membership will be there with *bells on.*

If there is not a local in your city get busy and organize at once. Send in your application now—go to the convention a full-fledged member in good standing; this will avoid delay in securing the official badge and membership card which will make you eligible to all the doings.

My experience in past years has been that applications passed on the first day of convention are usually delayed owing to the rush to secure badges and cards. *Remember* the membership committee will not be at their desk during any sessions.

This has been a good year for new members. Quite a bunch of new Locals have been organized and they are all good live display men. There was a time when the association had to dig hard for a new member, but our membership has increased so rapidly in the past few years that all the progressive display men are very eager to get in the band wagon.

Send in your application *now* and I will rush it through.

J. E. HANCOCK,
Chairman of Membership Committee.



H. J. Rutherford
President

CHICAGO DISPLAY MANAGERS SCHOOL

Has no affiliation with political parties; our business is, TRAINING YOUNG MEN TO BECOME BETTER MERCHANTS.

Come here during Convention time and you can train with Chicago experts to greater efficiency for window trimming, show card writing, retail advertising and salesmanship; Convention classes are forming now; write for a reservation.



This school is fitted like a first class retail store, with modern show windows, fixtures and complete stocks of merchandise; all practice is supervised by Chicago Store Merchants.

THINK WHAT IT MEANS TO YOUR SUCCESS TO HAVE THIS TRAINING.

CHICAGO
Display Managers School Monogram Spells Success

This school will give free scholarships to the first five persons to send a correct answer to the above; how does the monogram spell success? To win on this, send your solution to reach here not later than July 4th.
Address the President,
CHICAGO DISPLAY MANAGERS SCHOOL

304-306 Jackson Street
CHICAGO

Ray A. Brady

VICE-PRESIDENT IN CHARGE OF RETAIL MERCHANTS PERSONAL ADVERTISING SERVICE

Advertising Council for five years to chain of corporation stores throughout the Northwest.

Advertising and Sales Manager for one of Wisconsin's largest department stores for five years.

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described
By M. P. Staulcup

Practical and Economical Decorations

Price Only $1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

We Feature

McELWAIN'S "SINGLE STROKE" BRUSHES
LETTER PERFECT!!!

Pure Red Sable Show Card Brushes

These brushes are designed by Mr. McElwain, and used exclusively in his extensive show-card business.

They are peculiarly adapted for the card writer desiring clean cut single stroke work.

We also carry a complete line of card writers supplies

Write for Illustrated Folder

KANSAS CITY CARD WRITERS SUPPLY CO.
15 West 9th St., KANSAS CITY, MO.

USE OUR
"RELIABLE SECONDS"
IN
SHOWCARD BOARDS
(WHITE AND COLORED)
AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED
Largest Exclusive Dealers in Reliable Seconds in Cardboards
PRINTERS BUILDING CHICAGO

Buffalo Display Men

A WELL attended meeting of the Buffalo Association of Display Men and Window Decorators was held May 5 in the Chamber of Commerce. Edward Houseal gave an address on "How Colors Attract Attention and Why They Attract." He also spoke on the value of display from a psychological standpoint.

Clement Kieffer, Jr., president of the club, urged members to compete for the loving cup offered by the International Association. Francis Rohr also talked. The following were present: Harold G. Robertson, G. W. Murray, W. R. Lantaff, George S. Greenleaf, Charles McKearnin, H. A. Krause, Emil E. Closkey, W. L. Strong, Paul H. Pike, H. W. Pollock, John G. Wolfgrubber, George J. Klein, A. T. Cashion, and H. Strait.

Meeting at St. Louis

AT the meeting of the St. Louis Display Men's Association May 9, which had a big attendance, a lively discussion was started by President Zemitzsch when he called for ideas for making the monthly meetings of more value to the members. At the conclusion of the talks it was decided that the display men in St. Louis were not only good decorators, but some speech makers as well.

One idea suggested was that the president give three or four members subjects pertaining to window display advertising and that these members prepare papers to be read at the next meeting. These subjects were chosen: "Price Tickets;" "Are price tickets advisable at all times on men's clothing?" "What about price tickets on women's garments?" "When are price tickets the most valuable?" "Does the class of trade and the kind of merchandise make any difference in the use of price tickets?" "What kind of price tickets are best for men's clothing, women's ready-to-wear, shoes and jewelry?" "Does the time of the year make any difference in the kind of price tickets used?" "Decorative backgrounds;" "Are decorative backgrounds advisable?" "Do decorative backgrounds attract or detract from the merchandise?" "Does a special decorative setting have a sales value when used to emphasize such events as Openings, Christmas Season, or Special Displays?" "What kind of decorative settings are best and what should be considered when designing such a setting?" "Where can ideas be obtained that will help the display man in designing and planning a decorative setting?"

Several new members were voted on and accepted and a committee was appointed to make arrangements for the St. Louis Association to attend the convention in Chicago in a body.



A SALE AD BY CLARENCE E. DUFF.

Lighting a Display

WHEN a special sale of chiffons in pastel shades was held in a Chicago department store recently, the materials were removed from the dress-goods department on the second floor to a main-floor counter which was in full daylight. Several women customers reversed the usual request to have the goods taken to the window where they can "see it in the daylight"—by asking the sales person to take it away from the windows farther into the interior of the store, where they could "see it by artificial light." The materials were for evening wear, so the request was a very reasonable one. The head of the department hit upon the idea of placing an electric lamp having an ivory-white silk shade which diffused and softened the light beautifully, at one end of the counter. Customers were thus enabled to see the delicately tinted materials by both day and "evening" light, by walking but a few steps, thus using a minimum of the busy clerk's time.

A Correction

THROUGH an error, the photograph of a clothing window, Plate No. 9367, which appeared at the top of page 19 in our May issue, was credited to Thos. J. McCormack with Myers Bros., Paterson, N. J. The credit for this excellent display should have been given to William T. Suhy, for Myers Brothers of Jacksonville, Ill.



Manufacturers of

Store Window Valances Panels and Art Shades

We feature special order work. Sketches and estimates furnished upon request.

Write for catalog

National Decorative Co., Inc.

New York Office
J. P. Smith
501 Wilson Building
1270 Broadway

538 Federal St.
Camden, N. J.

Send for our handsome new 32-page book FREE

"HOW TO DECORATE AN AUTOMOBILE"

No. 51 Apple Blossom Car $25.00

18 yards of White Chrys-celo Sheeting
1 set of White Chrys-celo Wheels
1 gross yards Apple Blossom Garland
1 Flower Basket

All for $25.00

Regular price $35.00

The above amount of material will decorate your car in prize-winning style

Telegraph Orders Filled On Receipt

Chicago Artificial Flower Co.

28 S. Fifth Avenue CHICAGO, ILL.



Personal Service

In addition to securing superb quality and highest-class workmanship in

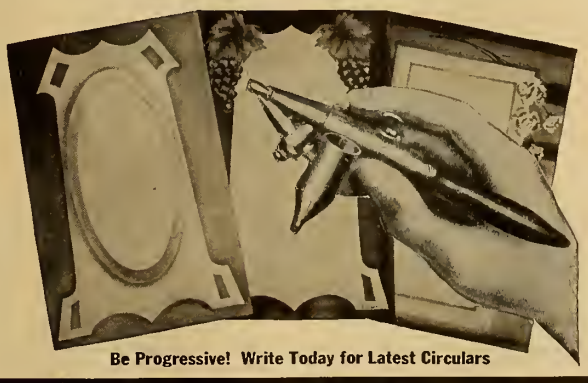
"Perfect Stroke"

Brushes and Supplies

you get a personal service that assures my careful and prompt attention to all orders. You'll never know the superiority of Perfect Stroke Brushes until you try them. If you wish to secure perfectly satisfactory work, write today for my catalog M-6.

BERT L. DAILY Advertisers Bldg. Dayton, Ohio

PAASCHE'S FAMOUS 3-IN-1 AIR BRUSHES



Be Progressive! Write Today for Latest Circulars

Not only excel in efficiency but they win your confidence, and attractive work produced by them will gain for you

Better Business and Greater Earning Capacity

Where speed, dependence and durability count Paasche Air Brushes are always in use among the leading show card writers, sign painters, window trimmers and decorators.

Paasche Air Brush Co. 5 South Clinton Street CHICAGO

Books Slightly Damaged

After taking annual inventory of our stock of books, we find quite an accumulation that for one reason or another have been laid aside as not being perfect and suitable for shipping out at the published prices.

The accumulation consists of the following well-known standard books.

Art of Decorating Show Windows and Interiors $3.50 . . half price $1.75

Hardware Window Dressing $2.50 Half Price $1.25

Sales Plans $2.50 Half Price $1.25

The contents of each and every book in the above list is clean and complete, only slight damage can be found on any book. Occasionally a cover has become slightly faded from exposure in the show window, another has a slight scratch, while the print on the cover of another may be a little imperfect, but to clean out this stock, we will accept ***just half price*** and upon receipt of remittance, prepay to any address any of these books ordered.

This is a rare opportunity to get standard books that are all right for practical purposes at just half their actual value. There is but a limited supply, consequently, you are urged to send in your order with remittance at once to

The Merchants Record Co.
431 South Dearborn Street - - Chicago

HARDWARE
WINDOW DRESSING

¶ We have just issued the only book ever published on window dressing for the hardware store.

¶ It is a book that will make a lot of money for any hardware store.

¶ Everyone knows that advertising pays. Window advertising is the best and most direct form of advertising.

¶ This book tells how to make your windows pay big dividends. It tells how to display everything carried by a hardware store, from stoves and ranges to safety razors.

¶ It tells how to make your own fixtures and put in money making displays at no cost whatever. It also tells just how to put in elaborate displays for special occasions.

¶ This is not a theoretical work containing the opinions of one man only. It is a collection of the best ideas of the most expert window dressers in the hardware trade with specimens of their best work.

¶ These men have contributed their experience covering every phase of hardware display. This volume therefore represents the sum total of information on the subject.

¶ Every step is explained in detail not only in words but by diagrams and illustrations. There are more than 200 reproductions from photographs showing splendid displays of all kinds of hardware adapted to all kinds of stores and all kinds of windows from the largest to the smallest.

¶ Anyone can follow the directions in this book and put in money making window displays. No experience is necessary. The descriptions are so simple that any clerk can follow them.

¶ The price of the book is $2.50 prepaid and the first window display put in will pay for it a dozen times over. The price in combination with one year's subscription to the Merchants Record and Show Window is $4.00. Subscriptions advanced from any date. Our name is a guarantee that "Hardware Window Dressing" is all and more than we claim for it.

THE MERCHANTS RECORD CO.
431 S. DEARBORN STREET, CHICAGO

THE "SPEEDBALL"
LETTERING PEN
Gordon & George pat. improved models " " Round and Square points. Fitted with faultless ink retainer and tip check-feed for using black " white " or opaque colors. " " An exclusive feature of exceptional merit. " " " for the " SHOW-CARD WRITER OR COMMERCIAL ARTIST. "
ASK YOUR LOCAL DEALER TO SUPPLY YOU-OR SEND FIFTY CENTS FOR AN ASSORTMENT OF FIVE SIZES IN ROUND AND SQUARE STYLES
GORDON & GEORGE-SEATTLE. Wn
SEND FOR LATEST ILLUSTRATED CIRCULAR

The Air Brush You Need
Why? Because of its low price you can afford to purchase it at once.
Because it is PRACTICAL.
Because it is being used by most all show card writers in the country, because it is
Simple, Durable, Easy to Operate, Easy to Clean.
PRACTICAL AIR BRUSHES are being used by cardwriters everywhere.

Practical Air Brush No. 2
Dept. M *Send us your order today* Send for Circulars
ECONOMY MFG. CO.
4755 London Avenue CHICAGO, ILL.

ONYX PAPER
A new, original and effective paper for artistic window decoration.
Use it in Your Show Windows
A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.
In stock in convenient size in many beautiful colors and patterns. Write for samples.
Now being used with splendid results by leading window trimmers throughout the country.
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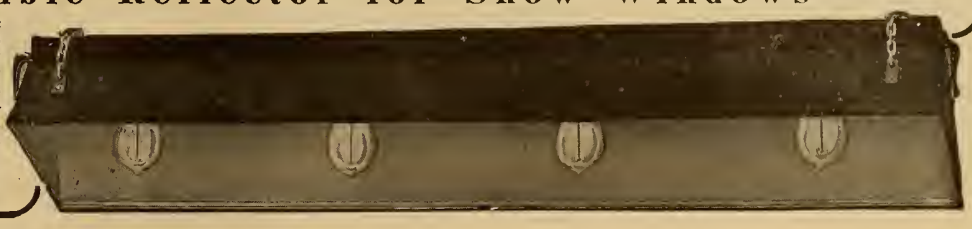
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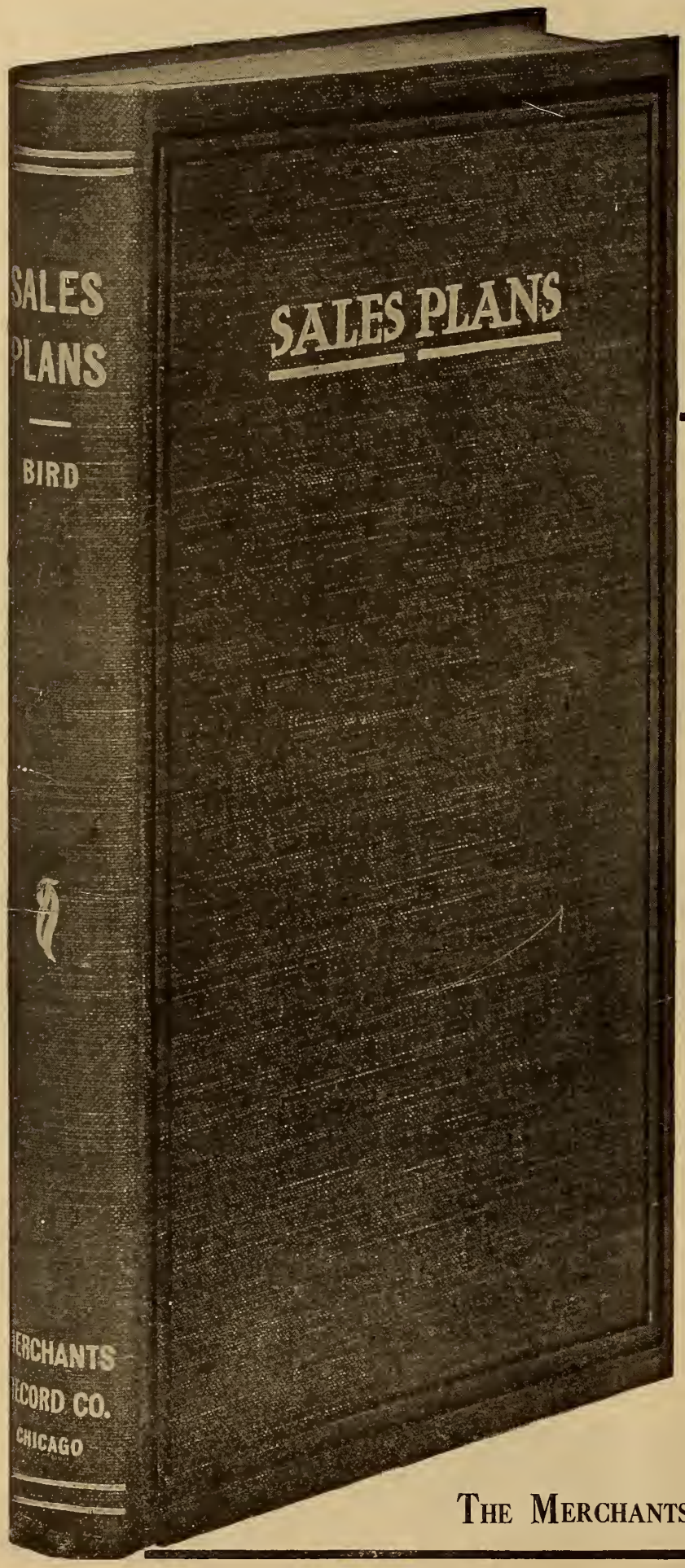
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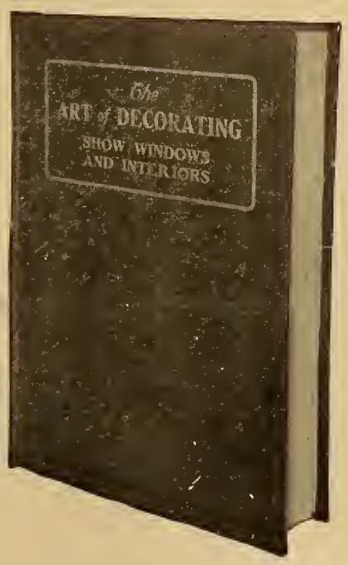
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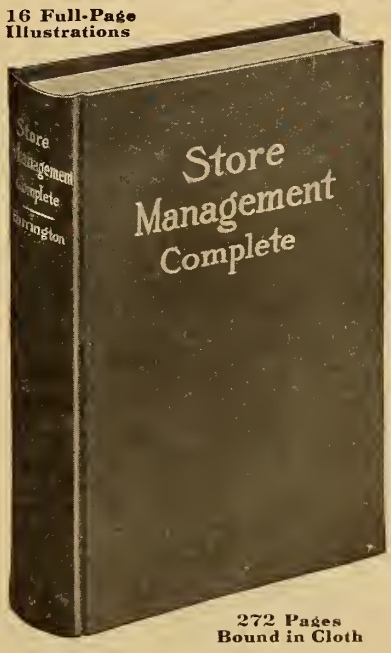
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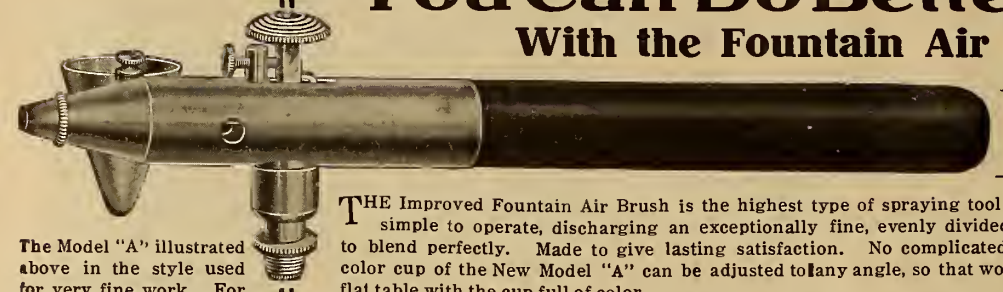
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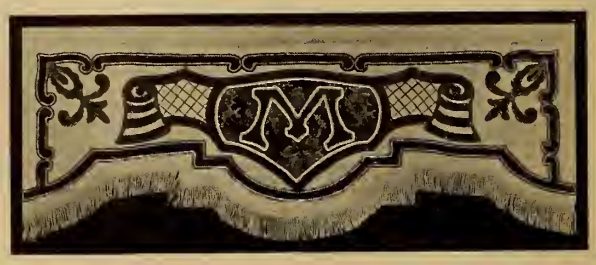
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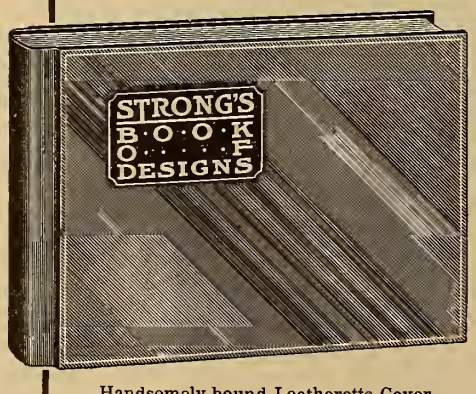
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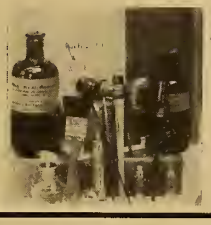
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Merchants Record and Show Window 431 S. Dearborn St. Chicago U. S. A.

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A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of $1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year___ $5.00

"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year_____ 4.00

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Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

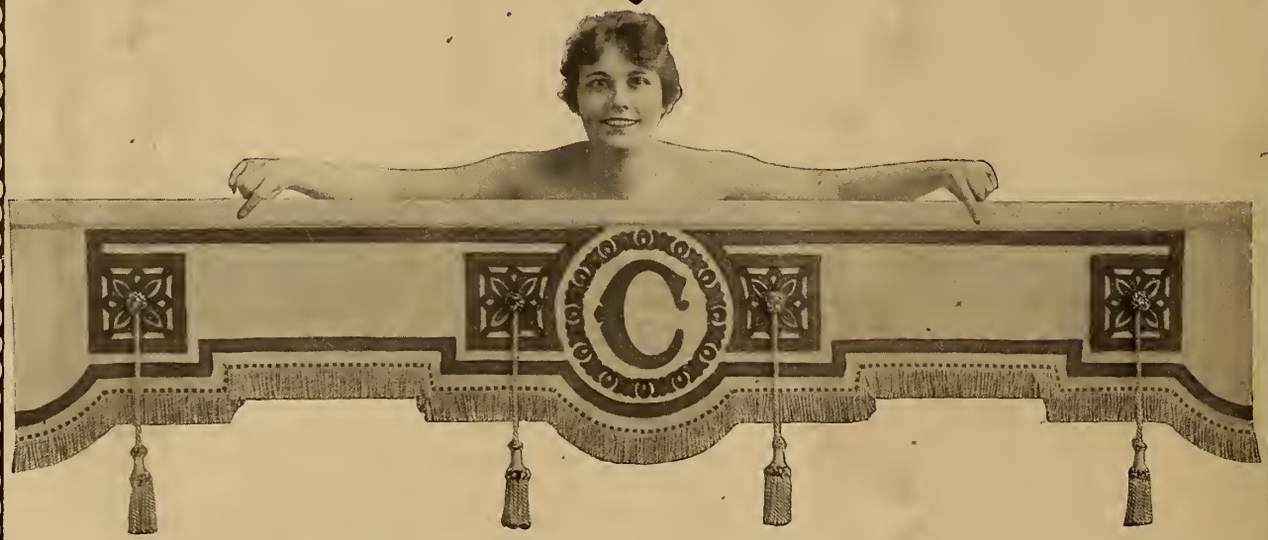
FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.
"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.
"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of $2.00.



SHOW WINDOW VALANCES

Your show windows give the first and most important impression of your establishment. They are the keynote of your prosperity and you owe it to yourself and to your business to make them as attractive and profitable as possible.

Well designed and carefully made valances impart an air of warmth, dispel the harsh commercial aspect of the store front and elevate the tone of the whole establishment.

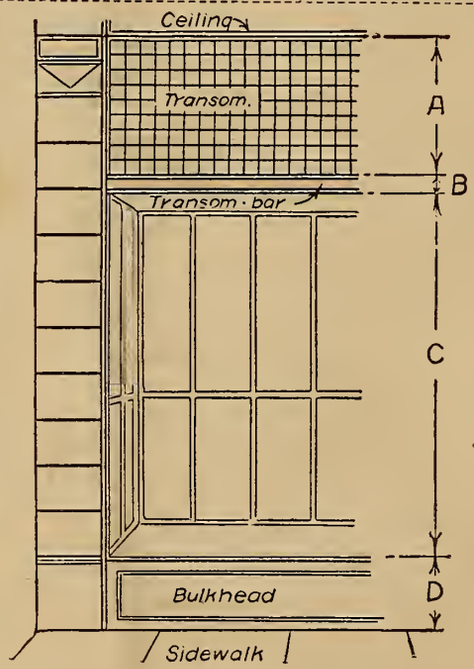
Aside from the decorative value of valances, they provide an excellent means of concealing window reflectors and are infinitely more distinctive than painted signs.

These beautiful draperies can be made in any combination of colors and fabrics and at prices you can well afford to pay.

Our Folder of Valance Designs

(In Actual Colors)

Will be mailed to you without charge or obligation if you will detach and send us the measurement blank below
A sketch or photo of your store front will help us in making intelligent recommendations for your windows.



(a) Height of Transom Glass _____ Ft. _____ Ins.

(b) Width of Transom Bar _____ Ft. _____ Ins.

(c) Height of Window Glass _____ Ft. _____ Ins.

(d) Height of Bulkhead _____ Ft. _____ Ins.

Is Ceiling of Window at Transon Bar or at Full Height of Store ?_____

Are Window Reflectors Installed at Transon Bar or Ceiling ?_____

If Lettering or Painted Signs are Used on Window Glass, Give Position of Same.

If you use Monogram or Trade Mark, Send Illustration of It.

NOTE—On separate piece of paper draw rough floor plan of your store front, showing relative position of windows and width across front glass of each.

NAME_____

CITY_____ STATE_____

CURTIS-LEGER FIXTURE CO.

237 JACKSON BLVD. CHICAGO

Everything in Display Equipment

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